Module Descriptor

International Business in Emerging Economies

Module Code:	SIB7011-A
Academic Year:	2018-19
Credit Rating:	10
School:	School of Management
Subject Area:	Strategy and International Business
FHEQ Level:	FHEQ Level 7 (Masters)

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	12
Tutorials	12
Directed Study	74
Examinations DO NOT USE	2

Availability Periods

Occurrence	Location/Period
PDA	Kozminski University / Full Year (Sept - Aug)
BDA	University of Bradford / Full Year (Sept - Aug)

Module Aims

The module seeks to develop an understanding of the business environments in emerging economies in Asian, Latin America and Central and East European countries. It investigates the drivers of foreign direct investment from developed to emerging economies, from emerging to developed economies, and from emerging to emerging economies and examines the rationale for outsourcing to emerging economies, developing exporting from emerging economies, and issues connected to technology transfer by multinational corporations.The module also considers the problems associated with CSR in emerging economies

Outline Syllabus

The evolution of national business environments in major emerging economies. The importance of differences in institutional/cultural systems in major emerging economies for international business activities. International competitiveness in emerging economies. FDI and emerging economies. Technology transfer and emerging economies. Corporate social responsibility in emerging economies. Managing international business activities with and within emerging economies.

Module Learning Outcomes

On successful completion of this module, students will be able to...

1. Demonstrate a critical understanding of the complex nature of the international business environment in emerging economies;
have developed an understanding of the rationale for and evolution of foreign direct investment from developed to emerging economies, emerging to developed economies, and emerging to emerging economies;
enhanced knowledge of the problems of transferring innovation, learning and technology.

2. Assess the benefits and costs of the various ways of undertaking international business activities in and with emerging economies.
Evaluate the appropriateness of different management approaches to doing business in a wide variety of international business environments in emerging economies.
Assess importance of the major factors that impact on international competitiveness in emerging economies

3. Work co-operatively in groups on international business issues.
Share knowledge and experience about international business issues.
Write effective and concise management reports on matters connected to the internationalisation process

Learning, Teaching and Assessment Strategy

Lectures, self-managed group learning, tutorials and project workshops. Assessment is closed book examination and group assignment [an individual assignment will be undertaken as supplementary assessment].

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Examination - closed book	Examination - closed book (2 hrs)	2 hours	100%	Yes

Legacy Code (if applicable)

MAN4276M

Reading List

To view Reading List, please go to **rebus:list**.