



北京理工大学国际特色课程

Beijing Institute of Technology Global Courses

BUSM9530 - EMERGING MARKETS AND GLOBAL STRATEGY

Syllabus

July. 1 - July. 19, 2024

Term Duration: July. 1 - July. 19, 2024

Credit Points: 4

Level: Postgraduate

Instructor Name: TBA

Home Institution: Beijing Institute of Technology

Lecture Hour: 9:00-12:00

Course Description

This course offers an in-depth analysis of the dynamic landscape of emerging markets (EMs). Students will gain a comprehensive understanding of global business strategies with a focus on the unique challenges and opportunities that EMs present. The course begins with an overview of the international business environment, followed by an examination of the institutional and cultural frameworks that influence business operations in EMs. It progresses to the exploration of global value chains and the critical roles EMs play within them.

Students will learn strategies for entering and capitalizing on these markets, delve into the theories of internationalization, and discuss the impact of business models and group dynamics specific to EMs. The course also covers the emergence of multinationals from these markets, marketing strategies targeted at the bottom of the pyramid consumers, and the global impact of innovations originating in EMs. Ethical considerations in international

business, analysis of market opportunities and challenges, and case studies on foreign direct investment round out the curriculum.

Course Aims:

Upon successful completion of this course, students should be able to:

1. understand the complexities of the international business environment, with a special focus on the emerging markets;
2. evaluate the institutional and cultural contexts of EMs and their impact on global business strategies;
3. analyze the role of EMs in global value chains and their strategies for integration and competitive advantage;
4. develop entry and operational strategies for multinational enterprises in EMs, with an understanding of the unique business models and dynamics at play;
5. assess the ethical implications of business decisions in EMs and incorporate sustainability into business strategies;
6. Critically analyze real-world cases of international business ventures in EMs, including market entry, investment decisions, and innovation strategies.

Language of Instruction

English

Required Textbook

International Business Competing in the Global Marketplace, 14th Edition

Author: Charles W. L. Hill

Publisher: McGraw Hill

ISBN: 9781265038540

Other materials provided by the course lecturer.

Course Hours

This course requires 48 hours of contact including 42 hours of lectures and one 6-hour field trip. Lectures are from Monday to Friday.

Prerequisite Course

None

Course Schedule

Week	Day	Lecture	Topic	Assignment/ Notes
Week 1	Day 1	Lecture 1	Overview of International Business and Significance of Emerging Markets	Chapter 1
	Day 2	Lecture 2	Institutional and Cultural Frameworks in Emerging Markets	Chapter 2, 3
	Day 3	Lecture 3	Global Value Chains: Integration and Emerging Market Roles	Chapter 17
	Day 4	Lecture 4	Strategies for Entering and Exploiting Emerging Markets	Chapter 15
	Day 5	Lecture 5	Theories of Internationalization and Emerging Market Enterprises	Chapter 13
Week 2	Day 6	Lecture 6	Business Models and Group Dynamics in Emerging Markets	Recommended Reading Materials Provided in Class
	Day 7	Lecture 7	The Rise of Multinationals from Emerging Markets	Recommended Reading Materials Provided in Class
	Day 8	Lecture 8	Global Marketing and Business Analytics; Marketing Strategies for Bottom of the Pyramid Markets	Chapter 18
	Day 9	Lecture 9	Emerging Market Innovations and Global Impact	Recommended Reading Materials Provided in Class
	Day 10	Industrial Visit		
Week 3	Day 11	Lecture 10	Ethical Considerations in Emerging Markets; Corporate Social Responsibility	Chapter 5
	Day 12	Lecture 11	Analyzing Opportunities and Challenges in Emerging Markets	Chapter 15
	Day 13	Lecture 12	Foreign Direct Investment in China; Burberry Shifts Its Entry Strategy in Japan	Chapter 8
	Day 14	Guided Revision		

	Day 15	Final Exam
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Note: Students will be notified if the schedule of the field trip changes according to the situation.

Grading Policy

Method	Percentage
Participation	10%
Quizzes	10%
Group Project	20%
Mid-Semester Test	20%
Final Exam	40%
Total	100%

Participation: Students are expected to attend all course sessions punctually. Absences will impact the attendance grade. We will have some case studies, quizzes and group discussion in class and the performance will be considered as partial attendance points or bonus.

Quizzes: Short-answer quizzes, lasting 40 minutes, will be administered during class to assess understanding of recent topics.

Group Project: This group project requires teams of 3-4 members to collaboratively prepare and submit a comprehensive report, followed by a presentation. Each group will present their findings in a session lasting approximately 30 minutes.

Mid-Semester Test: The test will span a duration of 2 hours and will assess students on the material covered in the first half of the course. Students are expected to demonstrate their knowledge and analytical skills through this examination.

Final Exam: The final exam will be a comprehensive assessment encompassing all course content. This exam will have a duration of 3 hours, and students will be evaluated on their understanding and application of the material covered throughout the course.

Academic Honesty

Academic honesty is not only a fundamental part of learning and teaching, but also a core value that this course embraces. Behaviors of academic dishonesty, as outlined hereinafter, are unacceptable and will be penalized:

- a) Plagiarism where students present work for assessment, publication or otherwise that is not their own, without appropriate attribution or reference to the original source. Plagiarism can include:

- i) paraphrasing or copying published and unpublished work without a reference;
 - ii) adopting the ideas or concepts of others, including the structure of an existing analysis without due acknowledgement by way of reference to the original work or source.
- b) Collusion, where students present work as independent work when it has in fact been produced in whole or in part with others unless prior permission for joint or collaborative work has been given by the Course Coordinator. Collusion can include:
 - i) a student inappropriately assisting with or accepting assistance with the production of an assessment task;
 - ii) submitting work which is the same or substantially similar as another student's work for the same assessment task.
- c) Cheating, where a student acts in such a way as to seek to gain unfair advantage or assist another student to do so. Cheating can include:
 - i) submitting falsified, copied or improperly obtained data relating to results of practicum, field trips or other work as if they were genuine; submitting an assessment task with the intention of deceiving or misleading the instructor about the student's contribution to the work;
 - ii) submitting an assessment task written or answered for the student by another person or which the student has copied from another person;
 - iii) submitting the same or a substantially similar piece of work for assessment in two different courses (except in accordance with approved study and assessment schemes);
 - iv) a student falsely indicating that they have been present at an activity where attendance is required;
 - v) completing an assessment task outside the conditions specified for that task.
- d) Cheating in Examinations means engaging in dishonest practice or breaching the rules regarding examinations, which can include:
 - i) communicating in any way during an examination with any person who is not an examination supervisor inside or outside the examination venue;
 - ii) giving or accepting assistance from any person who is not an examination supervisor whilst in the examination venue;
 - iii) reading, copying from or otherwise using another student's work in an examination or knowingly allowing a student to do so;
 - iv) possessing, referring to or having access to any material or device containing information directly or indirectly related to the subject matter under examination, other than that explicitly approved by the Course Coordinator;
 - v) acquiring, or attempting to acquire, possess or distribute examination materials or information without approval;
 - vi) permitting another person to attend an examination on a student's behalf or attending an examination on behalf of another student;
- e) Other dishonest acts including but not limited to:
 - i) altering or falsifying any document or record for the purposes of gaining academic advantage;
 - ii) offering or giving money or any item or service to a University staff member or any other person to gain academic advantage for the student or another person;
 - iii) inventing references.