

<b>Module code</b>	INB504	<b>Level</b>	5
<b>Module title</b>	International Business in Emerging Markets	<b>Credit value</b>	20
<b>Common/Core/ Elective</b>	Core	<b>ECTS Credits</b>	10
		<b>Notional learning hours</b>	200
<b>Courses on which the module is taught</b>	BA (Hons) International Business	<b>Teaching Period</b>	Autumn

### 1. Module description

This module has a particular focus on emerging markets, with the aim of both understanding and maximising business activities. You'll adopt a holistic and sociocultural perspective that reflects the complexity of potential challenges and opportunities.

The rationale for this is twofold – that emerging markets and economies offer accelerated and higher growth opportunities, and that they require nuanced and iterative refinements to standard business models, where political, economic, social, and technological factors often behave and perform differently than in other more mature markets.

You'll examine international business practices and illustrative case examples from emerging markets and focus on key nations reported within these classifications, including BRIC (Brazil, Russia, India, China), MINT (Mexico, Indonesia, Nigeria, Turkey) and CIVETS (Colombia, Indonesia, Vietnam, Egypt, Turkey, South Africa).

### 2. Learning outcomes

*Upon successful completion of this module you will be able to:*

#### **Decision Making (MLO 04)**

Analyse and reflect on different perspectives concerning emerging markets, including your own, to inform business decision making

#### **Communication (MLO 05)**

Communicate effectively in multicultural and/or international settings within unfamiliar and well-defined contexts

#### **Discipline Knowledge (MLO 07)**

Examine and apply theories, concepts and facts in order to evaluate business models of relevance to both developed and emerging economies

#### **Interdisciplinary Perspective (MLO 09)**

Investigate and apply perspectives from different business sub-disciplines and related subject fields in multifaceted scenarios

### 3. Learning and teaching methods

The teaching rationale and approach in this module is to capture all the nuances of the international business world today and bring them to life in the classroom. It is an experiential and experimental approach that presents you with real-life and real-world challenges at each level which can cut across modules and disciplines. It is also an active and collaborative learning experience that facilitates teamwork and engagement with digitally enhanced learning approaches in which you work together with fellow students and tutors to learn about compelling issues, propose solutions to real problems and take actions.

You are expected to study independently alongside the scheduled learning and teaching activities. This includes your preparation for scheduled teaching and assessment, follow up work, wider reading, revision, research and completion of your assessment.

Learning hours	
Directed learning	48 hours
Seminars	48 hours
Guided/Self-guided learning	152 hours
Total	200 hours

#### 4. Assessment, formative feedback and relative weightings

**Assessment:** Report

**Weight (%):** 100%

**Word Count or Equivalent:** 3000 words

You will write a report on a product or service that is EITHER available in a named developed country for which you have identified a growth opportunity in an emerging country OR is available in an emerging country for which you have identified a growth opportunity in a developed country. You will undertake a structured cross-nation analysis between both countries and present an appraisal of the key factors necessary for ensuring a successful launch, supported by evidence and comparisons. In your report you will incorporate a press release for journalists highlighting the proposed value proposition and benefits.

Your summative assessment will be preceded by an opportunity of formative assessment accompanied by formative feedback.

Mapping of assessment tasks for the module										
Assessment tasks	LO4	LO5	LO7	LO9						
Report	x	x	x	x						

#### 5. Indicative resources

S. Tamer Cavusgil, Pervez N. Ghauri & Leigh Anne Liu (2021) *Doing Business in Emerging Markets*, 3<sup>rd</sup> edition, Sage Publishing.

S. Tamer Cavusgil, Gary Knight & John R. Riesenberger (2022) *International Business: The New Realities*, Global Edition, 5<sup>th</sup> edition, Pearson.

MarieJoelle Browaeys & Roger Price (2019) *Understanding Cross-Cultural Management*, 4<sup>th</sup> edition, Pearson.

Helen Deresky (2022) *International Management: Managing Across Borders and Cultures*, Text and Cases, Global Edition, 10<sup>th</sup> edition, Pearson.

To ensure you are up to date with current issues and research you are expected to consult further sources including Trade Business Journals and Academic Journals such as Harvard Business Review, Journal of International Business Studies, Journal of World Business, Emerging Markets Review, Eurasian Geography and Economics, Management International Review, Journal of African Business and Financial Times.