

### Summary Information

Module Code	5011LBSBW
Formal Module Title	Business in Emerging Markets
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

### Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

### Learning Methods

Learning Method Type	Hours
Lecture	11
Online	11
Seminar	22

### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

### Aims and Outcomes

Aims	This module enables students to develop an understanding of how to do business in emerging markets and build partnerships with emerging country firms.
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**After completing the module the student should be able to:**

**Learning Outcomes**

Code	Number	Description
MLO1	1	Demonstrate an understanding of the institutional aspects of the business environment in major emerging markets and the practical implications they have for foreign firms looking to enter or already operating in these markets.
MLO2	2	Evaluate the attractiveness of particular emerging markets - as target markets, production or sourcing bases, and R&D locations – and identify appropriate strategies for developed country firms to incorporate them into their global operations and exploit the opportunities they offer.
MLO3	3	Demonstrate an understanding of the expansion of emerging market firms into advanced economies and how it is changing the competitive landscape for advanced economy multinationals in their home markets.
MLO4	4	Demonstrate a critical understanding of the theory and practice of international business in emerging markets.

**Module Content**

Outline Syllabus	Emerging markets and the global economy States and markets in emerging economies The choice of target markets and entry modes Forming strategic alliances Reaching emerging market consumers Offshoring production and innovation to emerging markets? Doing business in China and India Doing business in Brazil, Russia and South Africa The rise of emerging market multinationals Critical perspectives on the theory and practice of international business in emerging markets
Module Overview	
Additional Information	Doing business successfully in today's global economy requires an understanding of emerging economies and firms. This module enables students to develop an understanding of how to do business in emerging markets and build partnerships with emerging country firms. More specifically, it aims to: - provide a comparative analysis of the business systems of the most dynamic emerging markets in Asia, Eastern Europe/Russia, Latin America and Africa, with a particular focus on the role of the state and the functioning of institutions and markets. - provide students with the analytical tools required to assess the attractiveness of particular emerging economies as target markets as well as to identify appropriate entry and growth strategies. - examine the potential benefits, costs and risks of moving production and R&D operations to emerging economies, such as China and India. - critically assess the economic, social and environmental impact of developed country multinationals and foreign direct investment in emerging markets. - analyse emerging market firms' expansion into advanced economies, with a particular focus on their mergers and acquisitions strategies. - critically evaluate the relevance and applicability of traditional/Western theories on the internationalisation of the firm to explain the recent rise of emerging country multinationals.

**Assessments**

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	Pres	40	0	MLO1, MLO2, MLO3, MLO4
Report	RPT	60	0	MLO1, MLO2

**Module Contacts**

Module Leader

Contact Name	Applies to all offerings	Offerings
Vanesa Pesque-Cela	Yes	N/A

**Partner Module Team**

Contact Name	Applies to all offerings	Offerings
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