

Course: Doing Business in Emerging Markets

Semester	Duration	Course character	Workload	Credit Points	Examination form
WS 2023	International Week	Elective	90 h (30 h contact study 60 h self-study)	3	Online in the classroom thru Socrative in the presence of the teacher

Course coordinator

Emil Velinov, Ph.D.

Prerequisites

Basics of Management

Description of the course

The course aims at presenting the growing role of the emerging markets across the Globe. Currently, more and more firms from emerging markets are internationalizing and their presence is growing significantly in the developed markets. The course covers foreign market entry modes of emerging firms, mobility of employees in and from emerging markets, foreign direct investments flows from and to the emerging markets, global supply chain aspects of the emerging markets, etc.

The course's goal is to emphasize on emerging markets and develop better understanding on how these markets are characterized and what are the challenges and opportunities for conducting international business with them.

Competency aims

After completing the course, student will be able to:

To analyze the specifics of the emerging markets from business and management point of view and to show the differences between emerging and developed markets

To increase the awareness of the students in terms of the importance of the emerging markets for the global economy, business and society

To describe and provide case studies on international business concepts and models related to emerging markets

To learn the emerging markets through market segmentation, marketing strategies, product and services positioning strategies through the lenses of the emerging markets environment

To arise critical and strategic thinking while considering the complex business and societal environments in the emerging markets

To bring emerging and current business and management news on topics related to emerging markets

Course components

1. Introduction to Emerging Markets;

a) Environmental, legal and business characteristics of emerging markets

2. Functioning of companies in emerging markets

a) Business Environment and Foreign entry market modes for international companies into emerging markets.

3. Internationalization of firms from emerging markets

a) Internationalization of firms from BRICS, Next Eleven, ASEAN and MENA countries

4. Human Resource Management in firms from emerging markets

a) Case Study on Human Resource Management in PASHA company

5. Diversity, equality and inclusion in firms from emerging markets

a) Diversity Management practices in subsidiaries of Multinational firms in emerging markets

6. Managerial practices in firms from emerging markets

a) Management control and headquarter-subsidary knowledge and technology transfer across emerging market firms

7. Managing Operations and supply chain in firms from emerging markets

a) Case Study on TATA Group- India

8. Corporate Social Responsibility in emerging market firms

a) CSR practices across EMFs

9. Corporate Governance in emerging market firms

a) Corporate Governance specifics in public-listed firms in emerging markets

10. Mergers and Acquisitions with firms from emerging markets

- a) Strategic Aliances between developed and emerging market firms
- b) Case Study on Dacia company in India

11. Entrepreneurship in Emerging Markets

a) regional and international entrepreneurship focused on emerging markets

12. Global Trends in Multinational firms from emerging markets

References

Velinov, E., & Hilger, A. M. (2023). Control and its perception in CEE parent companies and their developed market subsidiaries. *JEEMS Journal of East European Management Studies*, 28(2), 241-264.

Doing Business in Emerging Markets Cavusgil, Ghauri and Liu, International Business Hill, 2020

Dobrzański, P., Bobowski, S., Chrysostome, E., Velinov, E., & Strouhal, J. (2021). Toward Innovation-Driven Competitiveness Across African Countries: An Analysis of Efficiency of R&D Expenditures. *Journal of Competitiveness*, 13(1).

Understanding Multinationals from Emerging Markets, edited by Alvaro Cuervo-Cazurra, Cambridge University Press, 2018

Online articles from hbr.org, managementtoday.com and bloomberg.org

Lecturer	Course language	Usability in ongoing studies / other studies
Emil Velinov	English	The course is suitable for gaining knowledge and awareness in the area of International Business and Human Resource Management.