

<b>Course</b>	<b>International Business and Emerging Markets, 2 ECTS credits</b>
<b>Year and period</b>	M.Sc. 1–2, 22–24 July 2019
<b>Teacher(s)</b>	Axele Giroud, Professor, the University of Manchester, UK
<b>Person(s) in Charge</b>	Olli Kuivalainen, Professor, LUT University
<b>Aims</b>	<p>Learning outcomes:</p> <ul style="list-style-type: none"> <li>• To introduce students to the opportunities and challenges of conducting business in emerging economies.</li> <li>• To explore, analyse and discuss the uniqueness in the socio-political, economic and business environments of emerging markets.</li> <li>• To introduce and discuss the competitiveness and patterns of internationalisation of emerging markets multinationals, including theoretical and empirical academic publications, as well as presentation of company case studies.</li> </ul>
<b>Content</b>	<p>Key topics that will be covered during the course include:</p> <ul style="list-style-type: none"> <li>- Emerging economies in the global context.</li> <li>- The role of governments and legal structures in emerging markets.</li> <li>- Global strategies in and from emerging markets.</li> <li>- Emerging market multinationals.</li> <li>- Role and Impact of MNEs in emerging markets.</li> <li>- Critical issues and futures trends of international business in emerging markets.</li> </ul>
<b>Modes of Study</b>	<ul style="list-style-type: none"> <li>- Lectures and in-class assignments 17 hours</li> <li>- Preparation for lectures and assignment 36 hours.</li> <li>- Course assignment. <b>Please note that the course assignment will be given approx. one month before the intensive teaching dates and will be presented during the intensive days. After the intensive days there will be a report to hand in.</b></li> </ul> <p>Total workload 53 hours.</p>
<b>Evaluation</b>	<p>Final grade 0-5. Evaluation 0-100 points:</p> <ul style="list-style-type: none"> <li>- Active class participation: pass/fail</li> <li>- Report (60%) and in-class presentation (40%)</li> </ul>

	All assignments must be passed to acquire the final grade. Peer review may have an effect on grade.
<b>Study Materials</b>	Readings and assignments to be announced before / in the class.
<b>Prerequisites</b>	Previous studies in business recommended.