

2017.FS

Module Name: Business in Emerging Markets			
Module Code	w.BA.XX.2BusEM.XX		
Module Description	The world's two largest emerging markets, China and India, are analyzed in terms of their economic growth and impact, their politics, and their culture. The module aims to provide students with a first insight into these two large countries and markets so as to enable them to conduct business in these two economies.		
Program and Specialization	<ul style="list-style-type: none"> § Business Administration - Accounting, Controlling, Auditing § Business Administration - Banking and Finance § Business Administration - Banking and Finance (FLEX) § Business Administration - Banking and Finance (PiE) § Business Administration - Economics and Politics § Business Administration - General Management § Business Administration - General Management (PiE) § Business Administration - Risk and Insurance § Business Information Technology 		
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009		
Module Category	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">Module Type: Compulsory Elective</td> <td style="width: 50%;">Program Phase: Main Study Period</td> </tr> </table>	Module Type: Compulsory Elective	Program Phase: Main Study Period
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ECTS	3		
Organizational Unit	W Abt. Banking, Finance, Insurance Ltg.		
Module Coordinator	Markus Braun (brau)		
Deputy Module Coordinator	-		
Prerequisite Knowledge	Strategic Management / International Management Students learn to understand the world's two largest emerging markets, China and India, in terms of their sourcing power as well as the potential of these growing markets.		
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> § Subject Competence § Methodology Competence § Social Competence § Self Competence 		
Contribution to Program Learning Objectives	<p>Subject Competence</p> <ul style="list-style-type: none"> § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance <p>Methodology Competence</p> <ul style="list-style-type: none"> § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation <p>Social Competence</p> <ul style="list-style-type: none"> § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective <p>Self Competence</p> <ul style="list-style-type: none"> § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change 		
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> § are able to understand the historical, philosophical, and religious backgrounds of the two countries (intercultural management) § know how large multinational enterprises have entered the markets of China and India and how they are expanding their market share § know the national key players in selected industries and understand why and how large companies from China and India go global (i.e., by entering the home markets of western MNEs) § are aware how these two countries shape the future world economy § can evaluate the potential of China and India for sourcing products and services § work independently in developing a market entry strategy for mid-size companies adapted to the specific industries and markets 		

Links to other modules	The content of this module is linked to the following module: w.BA.XX.2EMFT.XX		
Methods of Instruction	§ Lecture § Interactive Instruction § Case Studies § Project Work	Social Settings Used: Group Work	
Digital Resources	Teaching Videos		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	28 h	42 h	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	28 h	42 h	20 h
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
-	-	0	-
Permitted Resources*	-		
*Acc. to the Guidelines on the Use of Examination Aids/Resources ("Merkblatt Hilfsmittel SML Intranet Prüfungen/Zeugnisse")			
Others	Assessment	Length (min.)	Weighting
Active participation in class	Grade	-	10,00%
Paper on a topic related to India or China	Grade	-	90,00%
Classroom Attendance Requirement	80 %		
Language of Instruction/Examination	English		
Compulsory Reading	-		
Recommended Reading	§ On China: Martin Jacques: When China rules The World, Second Edition 2012, Penguin Books, ISBN 978-0-140-17604-6 § On India: McKinsey & Company: Reimagining India, Unlocking the Potential of Asia's Next Superpower, Simon & Schuster export edition 2013, ISBN 978-1-4767-4974-7		
Comments	The students should be interested in the present international scope of business and especially the future developments of the two large markets of China and India. The module w.2BuSEM is linked to the module Business in Emerging Markets – Field Trip (w.2EMFT). Students who want to participate in the Field Trip (China) need to complete the module w.2BuSEM. They will have the opportunity to take an active part in planning and preparing for the field trip. The Emerging Market Field Trip module is not available to International Management students.		