# Module Name: Business in Emerging Markets

<table>
<thead>
<tr>
<th>Module Code</th>
<th>w.BA.XX.2BusEM.XX</th>
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</table>

## 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 enable them to conduct business in these two economies.

### Program and Specialization
- 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 - 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
- **Module Type:** Compulsory Elective
- **Program Phase:** Main Study Period

### ECTS
3

### Organizational Unit
W Institut für Financial Management

### 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)
- Professional Competence
- Methodological Competence
- Social Competence
- Self-Competence

### Contribution to Program Learning Objectives
- 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
- Methodological Competence
- Problem-Solving & Critical Thinking
- Scientific Methodology
- Work Methods, Techniques, and Procedures
- Information Literacy
- Creativity & Innovation
- Social Competence
- Written Communication
- Oral Communication
- Teamwork & Conflict Management
- Intercultural Insight & Ability to Change Perspective
- Self-Competence
- Self-Management & Self-Reflection
- Ethical & Social Responsibility
- Learning & Change

### Module Learning Objectives
Students...
- 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
### Module Content
- The historical developments of the two countries
- The potential of the Chinese and the Indian markets
- Market entry barriers, pitfalls, laws, and regulations

### 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
- Teaching Materials

### Type of Instruction
<table>
<thead>
<tr>
<th></th>
<th>Classroom Instruction</th>
<th>Guided Self-Study</th>
<th>Autonomous Self-Study</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large Class</td>
<td>28 h</td>
<td></td>
<td>42 h</td>
</tr>
<tr>
<td>Small Class</td>
<td>-</td>
<td></td>
<td>-</td>
</tr>
<tr>
<td>Group Instruction</td>
<td>-</td>
<td></td>
<td>-</td>
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<tr>
<td>Practical Work</td>
<td>-</td>
<td></td>
<td>-</td>
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<tr>
<td>Seminar</td>
<td>-</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>28 h</strong></td>
<td><strong>42 h</strong></td>
<td><strong>20 h</strong></td>
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### Performance Assessment

<table>
<thead>
<tr>
<th>End-of-module exam</th>
<th>Form</th>
<th>Length (min.)</th>
<th>Weighting</th>
</tr>
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<tbody>
<tr>
<td>-</td>
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<table>
<thead>
<tr>
<th>Permitted Resources</th>
<th>Assessment</th>
<th>Length (min.)</th>
<th>Weighting</th>
</tr>
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<tbody>
<tr>
<td>-</td>
<td>Paper and presentation on a topic related to India and/or China</td>
<td>Grade</td>
<td>-</td>
</tr>
<tr>
<td>-</td>
<td>Active participation in class</td>
<td>Grade</td>
<td>-</td>
</tr>
</tbody>
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### Classroom Attendance Requirement
80 % attendance is required.

### Language of Instruction/Examination
English

### Compulsory Reading

### Recommended Reading

### Comments
This is a revised version due to module changes required in the 2020 spring semester. Students should have an interest in the current international scope of business, especially in current and future developments in the two large markets of China and India.