

2019.HS

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 - 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 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)	<ul style="list-style-type: none"> § Professional Competence § Methodological Competence § Social Competence § Self-Competence 		
Contribution to Program Learning Objectives	Professional Competence <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 Methodological Competence <ul style="list-style-type: none"> § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence <ul style="list-style-type: none"> § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence <ul style="list-style-type: none"> § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change 		
Module Learning Objectives	Students... <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 		

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	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
-	-	-	-
Permitted Resources	-		
Others			
	Assessment	Length (min.)	Weighting
Active participation in class	Grade	-	10.00 %
Paper and presentation on a topic related to India or China	Grade	-	90.00 %
Classroom Attendance Requirement	80 % attendance is required.		
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 current international scope of business, especially future developments in the two large markets of China and India. The module "Business in Emerging Markets" (w.2BusEM, 3 ECTS) is linked to the module "Emerging Markets Field Trip" (w.2EMFT, 3 ECTS). Students planning to participate in the field trip to China and Vietnam in July 2019 (3 ECTS) need to complete and pass w.2BusEM in the 2019 spring semester. In "Emerging Markets Field Trip" (2EMFT), students will have the opportunity to take an active part in planning and participating a field trip to China and Vietnam from 30 June to 13 July 2019. This module is not available to International Management students.		