

Valid for 2022.HS

<b>Module Name: Business in Emerging Markets</b>			
Module Code	w.BA.XX.2BusEM.XX		
Module Description	The two largest emerging economies in the world, China and India, are analyzed in terms of their economic growth, companies, policies, and culture. The aim of the module is to give students a first insight into these two large economies and their markets and enable them to do business there. Guest lecturers will introduce Swiss financial and industrial companies operating in China and India. In particular, current geopolitical and economic changes and their impact on cross-border business will be addressed.		
Program and Specialization	<ul style="list-style-type: none"> <li>§ Business Administration - Specialization in Accounting, Controlling, Auditing</li> <li>§ Business Administration - Specialization in Banking and Finance</li> <li>§ Business Administration - Specialization in Banking and Finance (FLEX)</li> <li>§ Business Administration - Specialization in Banking and Finance (PiE)</li> <li>§ Business Administration - Specialization in Behavioral Design</li> <li>§ Business Administration - Specialization in Economics and Politics</li> <li>§ Business Administration - Specialization in General Management</li> <li>§ Business Administration - Specialization in General Management (Flex)</li> <li>§ Business Administration - Specialization in Marketing</li> <li>§ Business Administration - Specialization in Risk and Insurance</li> <li>§ Business Information Technology</li> <li>§ International Management</li> </ul>		
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="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;"><b>Module Type:</b> Compulsory Elective</td> <td style="width: 50%;"><b>Program Phase:</b> Main Study Period</td> </tr> </table>	<b>Module Type:</b> Compulsory Elective	<b>Program Phase:</b> Main Study Period
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ECTS	3		
Organizational Unit	W Institut für Financial Management (IFI)		
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 consumer markets.		
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> <li>§ Professional Competence</li> <li>§ Methodological Competence</li> <li>§ Social Competence</li> <li>§ Self-Competence</li> </ul>		
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> <li>Professional Competence <ul style="list-style-type: none"> <li>§ Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>§ Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>§ Evaluate Content of Theoretical and Practical Relevance</li> </ul> </li> <li>Methodological Competence <ul style="list-style-type: none"> <li>§ Problem-Solving &amp; Critical Thinking</li> <li>§ Scientific Methodology</li> <li>§ Work Methods, Techniques, and Procedures</li> <li>§ Information Literacy</li> <li>§ Creativity &amp; Innovation</li> </ul> </li> <li>Social Competence <ul style="list-style-type: none"> <li>§ Written Communication</li> <li>§ Oral Communication</li> <li>§ Teamwork &amp; Conflict Management</li> <li>§ Intercultural Insight &amp; Ability to Change Perspective</li> </ul> </li> <li>Self-Competence <ul style="list-style-type: none"> <li>§ Self-Management &amp; Self-Reflection</li> <li>§ Ethical &amp; Social Responsibility</li> <li>§ Learning &amp; Change</li> </ul> </li> </ul>		
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> <li>§ are able to understand the historical, philosophical, and religious backgrounds of the two countries (intercultural management)</li> <li>§ know how large multinational enterprises have entered the markets of China and India and how they are expanding their market share</li> </ul>		

	§ 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	<b>Social Settings Used:</b> Group Work		
Digital Resources	§ Teaching Videos § Teaching Materials			
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>	
Large Class	28 h	42 h		
Small Class	-	-		
Group Instruction	-	-		
Practical Work	-	-		
Seminar	-	-		
<b>Total</b>	<b>28 h</b>	<b>42 h</b>	<b>20 h</b>	
Performance Assessment				
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>	
-	-	-	-	
<b>Permitted Resources</b>	-			
<b>Others</b>				
	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>	
Paper and presentation on a topic related to India and/or China	Grade	-	90,00 %	
Active participation in class	Grade	-	10,00 %	
Classroom Attendance Requirement	Mandatory Attendance: 80% 80 % attendance is required.			
Language of Instruction/Examination	English			
Compulsory Reading	-			
Recommended Reading	§ On China: Kevin Rudd: The Avoidable War: The Dangers of a Catastrophic Conflict between the US and Xi Jinping's China, Public Affairs New York, 2022, ISBN 978-1-541-70129-8 § On India: Parteek Jain: The Unique Indian Market, Doing Business in India, OrellFüssli Zürich, 2020, ISBN 978-1-63606-601-1			
Comments	<ul style="list-style-type: none"> <li>• Students should have an interest in the current international scope of business, especially current and future developments in the two large markets of China and India. The impact of the Corona pandemic on future developments in emerging markets, also affecting business with Switzerland, will be a particular focus.</li> <li>• Students who attend this seminar have the opportunity to participate in the Asia Study Trip to Singapore in the coming semester from June 25 to July 1, 2023, and earn an additional 3 ECTS credits. This means that the module "Business in Emerging Markets" (w.2BusEM, 3 ECTS) is linked to the module "Asia Study Trip" (w.2EMFT, 3 ECTS). Students who wish to participate in the field trip (3 ECTS) must take and pass w.2BusEM. In the Asia Study Trip module, students have the opportunity to be actively involved in planning and participating in the study trip to Singapore. The EMFT module is not bookable for students of the International Management program.</li> </ul>			