

Module Details	
Module Title	Multinationals In Emerging Economies
Module Code	SIB6011-B
Academic Year	2024/5
Credits	20
School	School of Management
FHEQ Level	FHEQ Level 6

Contact Hours	
Type	Hours
Lectures	24
Tutorials	24
Directed Study	152

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 2

Module Aims
<p>The central aim of the module is to provide undergraduate students with a detailed awareness, knowledge and understanding of the opportunities, difficulties and risks of multinational business in emerging economies.</p> <p>The first part of the module discusses the major features of emerging economies that companies and managers should examine to improve their chance of being successful in these economies. In particular, the module examines the possible obstacles and risks that make operating a business in emerging economy difficult and costly.</p> <p>The second part provides a set of strategies and analytical tools to support foreign market entry and development in emerging economies</p> <p>Finally, the third part of the module discusses how multinationals in the world economy are no longer dominated by MNEs from the developed world. This includes assessing how companies based in emerging economies differ from those based in developed economies and how they have conquered leading positions in many industries.</p>

## Outline Syllabus

Part I: Introduction to multinational enterprises and emerging economies; Scope, characteristics and influence of multinationals in world economy; World economic map: clusters and configurations; geography of trade and investment in emerging economies, and the characteristics of emerging economies.

Part II: Operating in emerging economies: market opportunities and challenges of trading in emerging economies; competitive strategy for emerging Economies (e.g., targeting middle class and bottom of the pyramid segments); market entry in Emerging Economies; social responsibility issues and challenges.

Part III: Emergence of emerging market multinationals: multinationals of Emerging Economies; Internationalisation of Emerging Economy Multinationals and state capitalism.

## Learning Outcomes

Outcome Number	Description
01	a. Demonstrate critical knowledge of the reasons and methods for corporate investment in emerging markets. b. Synthesis and critically evaluate the characteristics of emerging economies and how they contrast with developed economies in the western world. c. Display critical knowledge of the major barriers or constraints facing foreign and local companies when doing business in emerging economies. d. Show an outline knowledge of how and why many companies domiciled in emerging economies are now major players in the world economy.
02	a. Critically apply theoretical and analytical models to evaluate emerging economies against developed and developing economies. b. Evaluate the strategies, tactics and behaviours which help senior managers mitigate or cope with the difficult conditions in emerging economies. c. Understand and critically analyse the strategies and tools of corporate social responsibility to initiate and sustain growth in emerging economies.
03	a. Demonstrate skills in independent research within a clearly defined context; such as information retrieval, data analysis, problem solving, and time management. This will include the use of information technology (ICT) as appropriate to the subject. b. Write effective and concise management reports on matters connected to emerging economies.

## Learning, Teaching and Assessment Strategy

Lectures will provide students with the information on dimensions of doing business in emerging economies, the international business theories, and examples of how the theory can be used to analyse the emerging markets business environment and formulate business strategy. Tutorials and the final coursework assignment will provide students an opportunity to practice and critically assess the nature and structure of business environment in emerging economies and formulate strategic responses to the opportunities and challenges it poses to multinational corporations.

Tutorials will also be used to provide students with formative feedback on their understanding and application of the module concepts. Tutorial presentations and final coursework will also help students develop transferable skills in research, reading, writing and group-work (learning outcomes 3a and b).

You will be expected to engage in independent research and reading of academic and practitioner business materials beyond the core text on a weekly basis. The final coursework assignment will assess the achievement of all learning outcomes.

This module is designed to help you achieve the following transferable skills:

- Communication
- Information technology
- Analytical skills
- Problem-solving
- Widening horizons
- Improving learning and performance

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Coursework - Written	Individual Coursework 4000 words	100%

Reading List
To access the reading list for this module, please visit <a href="https://bradford.rl.talis.com/index.html">https://bradford.rl.talis.com/index.html</a>

*Please note:*

*This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.*

---

© University of Bradford 2024

<https://bradford.ac.uk>