

Module Details	
Module Title	Multinational Corporations in Emerging Economies
Module Code	SIB7509-A
Academic Year	2024/5
Credits	10
School	School of Management
FHEQ Level	FHEQ Level 7

Contact Hours	
Type	Hours
Lectures	12
Tutorials	11
Directed Study	77
Directed Study	<p>This module aims to provide postgraduate students with a well-rounded and critical understanding of the opportunities, difficulties and risks facing multinational enterprises from emerging economies (EMNEs). The module will provide a sound theoretical grounding demonstrating the differences and similarities between multinational enterprises from developed and emerging economies. The first part critically examines the major features and differences of emerging economies and the managerial implications for decision-making. Obstacles, risks and costs of doing business in emerging economies would be explored along with the relevant analytical tools to support foreign market entry strategies of MNEs from emerging markets. The second part of the module critically examines the emergence of emerging market multinationals (EMNEs) and 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 around the world. The managerial implications of non-regional trading blocs would be analysed in the second part of the module. The third part of the module will critically examine how MNEs from developed economies could grapple with and enhance their understanding of the contextual and institutional differences when operating in emerging economies.</p>
Directed Study	<p>Lectures will provide students with the information on dimensions of doing business in emerging economies, the international business theories will underpin the delivery of the module, and examples of how the theory can be used to analyse the emerging markets business environment and formulate business strategy. Rather than using western-centric theories to deliver this module, more recent literature on the internationalisation strategies of EMNEs will be at the forefront. Western based theories do not always provide the best explanations for understanding the nature, structure and typography of the industries and competitive landscape within emerging economies. Therefore, tutorials and the final coursework assignment will provide students an opportunity to practice and critically assess the nature and structure of a business or an industry based in emerging economy of their choice and formulate strategic responses to the opportunities and challenges it poses to EMNEs. Students 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: 1. Communication 2. Information technology 3. Analytical skills 4. Problem-solving 5. Widening horizons 6. Improving learning and performance Assessment will be by means of an individual coursework assignment. This aims to assist students in realising all the learning outcomes.</p>

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 1

Module Aims

This module aims to provide postgraduate students with a well-rounded and critical understanding of the opportunities, difficulties and risks facing multinational enterprises from emerging economies (EMNEs). The module will provide a sound theoretical grounding demonstrating the differences and similarities between multinational enterprises from developed and emerging economies.

The first part critically examines the major features and differences of emerging economies and the managerial implications for decision-making. Obstacles, risks and costs of doing business in emerging economies would be explored along with the relevant analytical tools to support foreign market entry strategies of MNEs from emerging markets.

The second part of the module critically examines the emergence of emerging market multinationals (EMNEs) and 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 around the world. The managerial implications of non-regional trading blocs would be analysed in the second part of the module.

The third part of the module will critically examine how MNEs from developed economies could grapple with and enhance their understanding of the contextual and institutional differences when operating in emerging economies.

Outline Syllabus

Part I: Introduction to emerging economies: contextual and institutional differences in emerging economies; the characteristics of emerging economies. Scope, characteristics and influence of Emerging market multinational enterprises (EMNES) in the world economy; geography of trade and investment in emerging economies. Part II: Operating in emerging economies: market opportunities and challenges of trading in emerging economies; competitive strategy for emerging Economies

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

Part IV: Ethics and sustainability issues and 'wicked' problems in emerging economies (e.g., targeting middle class and bottom of the pyramid segments, among others).

Learning Outcomes	
Outcome Number	Description
1.1	Demonstrate a critical understanding of the characteristics, institutional differences and contextual realities of emerging economies
1.2	Demonstrate a critical understanding of the scope, characteristics and influence of Emerging market multinational enterprises (EMNES) in the world economy; World economic and trading clusters and configurations; differences in geography of trade and investment in emerging economies.
2.1	Synthesize and critically evaluate market opportunities and challenges of trading in emerging economies; competitive strategy for emerging Economies.
03.1	Critically evaluate entry modes and Internationalisation strategies of Emerging Market Multinationals (EMNEs), and state capitalism and control.
4.1	Synthesize and critically analyse ethical and sustainability issues in emerging markets (e.g., targeting middle class and bottom of the pyramid segments, among others). And the role of EMNEs in social, economic, and environmental sustainability.

Learning, Teaching and Assessment Strategy
<p>Lectures will provide students with the information on dimensions of doing business in emerging economies, the international business theories will underpin the delivery of the module, and examples of how the theory can be used to analyse the emerging markets business environment and formulate business strategy. Rather than using western-centric theories to deliver this module, more recent literature on the internationalisation strategies of EMNEs will be at the forefront.</p> <p>Western based theories do not always provide the best explanations for understanding the nature, structure and typography of the industries and competitive landscape within emerging economies.</p> <p>Therefore, tutorials and the final coursework assignment will provide students an opportunity to practice and critically assess the nature and structure of a business or an industry based in emerging economy of their choice and formulate strategic responses to the opportunities and challenges it poses to EMNEs.</p> <p>Students 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.</p> <p>This module is designed to help you achieve the following transferable skills:</p> <ol style="list-style-type: none"> 1. Communication 2. Information technology 3. Analytical skills 4. Problem-solving 5. Widening horizons 6. Improving learning and performance <p>Assessment will be by means of an individual coursework assignment. This aims to assist students in realising all the learning outcomes.</p>

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

Reading List
To access the reading list for this module, please visit https://bradford.rl.talis.com/index.html

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.

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