



Universidad de
La Sabana

SUBJECT SYLLABUS

ACADEMIC OVERVIEW

INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES

SUBJECT NAME AND CODE: Emerging Markets (EM)

LEVEL OF STUDY: Undergraduate Program

GENERAL ACADEMIC INFORMATION	
LATEST UPDATE	2016-2
ACADEMIC AREA	Negotiation & International Trade
SEMESTER	NA
SUBJECT TYPE	Elective
CREDIT POINTS	3
CLASSROOM HOURS PER WEEK	2
PRE-REQUISITES	None
LANGUAGE	English
INTERNATIONAL CONTENT	<ul style="list-style-type: none">• Development of projects with international or intercultural focus• International cases are used and compared against national reality• International bibliography is used
COURSE DETAILS	
COURSE DESCRIPTION	<p>The importance of emerging markets in the world's economy has grown dramatically over the past 25 years. Compared to the highly industrialized economies, emerging markets have grown at an outstanding rate, to the point that without emerging markets, the current rate of world economic growth would be considerably lower at the moment. Emerging market countries now collectively account for 36% of global GDP, compared with only 18% in 1995; and about 50% of global exports, compared with 27% in 1990; and 50% of global capital spending, compared with 26% in 1990 (CFA INSTITUTE The Importance of Emerging Markets).</p> <p>In addition, emerging markets have had, in recent years, a superior rate of economic growth compared with the highly industrialized countries. The two groups of EM, BRIC (Brazil, Russia, India, China), and CIVET (Colombia, Indonesia, Vietnam, Egypt, Turkey, South Africa), are countries with huge potential to grow their economy at a steady rate of 4% or higher (compared to older industrial countries - such as the United States, Europe, and Japan - where the growth rate has been less than 2% on average).</p>

	<p>It is key to understand how these emerging markets have developed their economies, and to look into specific cases of MNE (Multinational Enterprises) that show the level of commitment, entrepreneurship and innovation required to be considered an Emerging market.</p>		
<p>COMPETENCES DEVELOPED</p>	<p>Competence</p>	<p>Emphasis</p>	<p>Intended Learning Outcome (ILO)*</p>
	<p>Understand emerging markets and their economies, and look into specific cases of MNEs (Multinational Enterprises) that show the level of commitment, entrepreneurship and innovation required to be considered an emerging market</p>	<p>Knowledge</p>	<p>ILO01 ILO 02 ILO04</p>
	<p>Spoken and written critical analysis, share profound ideas and thoughts in relation to emerging markets in group and individual projects</p>	<p>Skill</p>	<p>ILO01 ILO03 BIB08</p>
<p>COURSE CONTENTS</p>	<p>* Intended Learning Outcome</p> <p>ILO01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.</p> <p>ILO02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.</p> <p>ILO03: Teamwork: Understand and work with others of different backgrounds to solve problems, develop meaningful relationships, and share knowledge.</p> <p>ILO04: Ethics & Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions</p> <p>BIB ILO08: Communication: Communicate effectively in written and spoken manner in Spanish, English, and a third language.</p> <ol style="list-style-type: none"> 1. Why study emerging market multinationals? Assign groups and cases 2. Theoretical aspects of MNEs from emerging economies; Importance of Emerging markets 3. Chinese Multinationals 4. Indian Multinationals 5. Asian Tigers. Individual company analyses 6. Russian Multinationals 7. Doing business in Africa & especially Ethiopia; an emerging market opportunity? 		

	<ol style="list-style-type: none"> 8. Welcome the new group: Eagles & Civets, 7-eleven Indonesia innovating in emerging markets 9. Civets, Vietnam 10. Civets, Turkey 11. Emerging Nokia 12. Discussion of the book "Crear o Morir" by Andrés Oppenheimer, Entrepreneurship in Latin Emerging Markets
<p>METHODOLOGY</p>	<p>Evaluation is based on the following components:</p> <ul style="list-style-type: none"> • Class Discussion (Very important) • Lecture and Case Method • Written essays, presentations and integral projects • Individual Assignment. • Group Assignment and Presentation. • Quizzes • 10% optional essay on the book “Crear o Morir” by Andrés Oppenheimer. While the essay is optional, the lecture is mandatory. <p>The class is structured around basic readings along with 9 case studies. It will be taught completely in English along case studies and readings.</p>
<p>ASSESSMENT</p>	<p>Case Method</p> <p>First Term 30%; Second Term 30%; Third Term 40%.</p> <p>Class Discussion 30%</p> <p>Group Case Presentation 15%</p> <p>Individual Emerging Market MNC Analysis 15%</p> <p>Group projects 15%</p> <p>Quizzes 10%</p> <p>Online Activity 5%</p> <p>Peer Evaluations of Project Groups 5%</p> <p>‘Crear o Morir’ Discussion 5%</p> <p>Discussion - 30% of the grade</p> <ul style="list-style-type: none"> • Classroom participation in case discussions and other exercises. • 9 cases will be discussed. • You must carefully read the cases before coming to class. Substantial contribution is expected. • There will be some ‘cold calling’ (random calls to someone) in each session. Discussion - 30% of the grade <p>Quizzes – 10% of the grade</p> <ul style="list-style-type: none"> • 5 Short Quizzes concerning Emerging market activities or readings <p>Group Case Presentation – 15% of the grade</p> <ul style="list-style-type: none"> • Each group will be expected to provide a short formal introduction and analysis of one of the eight cases that will be discussed in the class (presentation and report).

	<ul style="list-style-type: none">• Each group will have an opportunity to rank three cases, which they would like to present during the first class. <p>Online activity – 5% of the grade</p> <ul style="list-style-type: none">• One activity will be discussed on-line (at least 3 posts expected from each student).
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