

Educational Programme			Emerging markets 2013-2014				
Code	IBMEM12R3	ECTS	3	Year of Study	3	Block	3
Contact Hours per Week			3 Contact Hours				
Study Load							
	Contact Hours		17 hours (8 weeks 1 x 3 x 50 minutes)				
	Literature Reading		10				
	Self Study		7				
	Coursework		50				
	Exam		None				
	Total		84				
ROM							
	Knowledge driven and practice driven						
Contribution to IBMS Profile/ Competencies							
International Business Competencies							
– International Business Awareness level 3							
– Intercultural adaptability level 3							
General Management Competencies							
– International Strategic Vision Development level 3							
– Entrepreneurial Management level 3							
Functional Key-Areas Competencies							
– International Marketing Management level 3							
– International Operation Management level 3							
– International Accounting and Financial Management level 3							
Interpersonal competencies							
– Leadership level 3							
– Co-operation level 3							
– Communication level 3							
Task-oriented competencies							
– Analysing and information processing level 3							
– Creative problem solving level 3							
– Planning and organising level 3							
Intra-personal competencies							
– Learning and self-development level 3							
– Ethical responsibility level 3							
BBA standard	The ability to seek and evaluate business opportunities.						
Dublin Descriptor(s)							
	Knowledge and understanding Applying knowledge and understanding Making judgements Communication Learning skills						
Relation with other modules/subjects							

	Title subject / code	Year of study	Related topics	
	marketing	Year 1, Block 1 & 3	principles of group assignment PESTLE-concept Customer and markets Market segmentation Services and products portfolio Marketing mix (7P's)	
	Business Law	Year 1, Block 1	legal systems international treaties	
	Project Management	Year 1, Block 3&4 Year2, Block 2,3 & 4	Daily log Issues log Workpackages	
	Principles of Finance & Accounting	Year 1, Block 1	Investment theories Exchange rates	
	Logistics	Year 1, Block 2 and 3	Value chain Supply chain Transportation	
	Economics	Year 2, Block 1 Year 2, Block 2	Market economies theories Macro economics Micro economics	
	Cross Cultural Management Social & Commercial Politics	Year 2, Block 1	people management tools cultural differences multiculturalism intercultural communication five dimensions of culture (Hofstede)	
Learning Tracks				
	Market. Next module is Entrepreneurship			
Starting Level				
	Year 3			
The learning objectives for the student are: <ul style="list-style-type: none">• Understand global strategies• To understand the main definitions of emerging markets.• Understand a quick scan method to examine an emerging market• Knowledge of Economic, Legal, Social Cultural related to defined markets• Overview of the major emerging markets• Globalisation related to emerging markets• Discover and investigate business opportunities emerging markets• Able to develop a opinion about ethics and sustainability in relation to doing business in emerging markets				
Learning Outcomes 1 A country analysis to prove that students master the elements of a feasible business model for a new venture 2 Deep understanding of applying theoretical models as preperation for thesis 3. Applying scientific method				
Instruction Method(s)				
	Central lectures, group consultations and guidance for personal evaluation			

Assessment Method(s)	Assignment Emerging Market: – Presentation 25% – Report 75% 1. A peer assessment and the individual profile analysis will determine the final individual grade of a student. In other words it can be higher or lower than the group grade. 2. Not delivering draft report in week 2, 4 and/or 6 will lower your final grade with 10% each time your to late or the quality is poor. 3. The final documents must be uploaded in Ephorus (week 8) Resit Grade 4-5,5 an approved report must be handed in within 2 weeks. hand in approved plan. 80% of final grade. < 4,0 resit new plan 4 weeks max grade 5,5	Assessment/Exam in week	1. Group work week 7 Presentation week 8 Hand in business plan
N@tschool	Publication of course outline and teaching materials. Group work will be facilitated.		
Structure Grading			
	Weight	1. Group work assignment -> 100%	
	Minimum requirement	The group work grade for every individual student must be minimum 55 and a pass for personal essay.	
(Required) Attendance			
	100%		
Short outline of Educational Unit			
	Emerging Markets is a new module within the IBMS curriculum. This module will be an introduction of Global Strategic Management for Emerging Markets. IBMS graduates will enter an international field of professions. Marketing, finance and logistic positions will be found in multinational enterprises. Understanding how strategic decisions are mad facilitates student’s career. Besides the developed economies, North America, Europe, and Japan the power of emerging economies is increasing. An IBMS graduate must understand the opportunities and threats of this emerging economies in order to make successful strategic career choices.		

Content and planning of lectures and exams/assessments

Bkck Wk	Sst (#)	Cont . Hour s	Instruction Methods / Exams	Group Size Theory/Pr actical	Content/ Subjects (x)
1	8	1 x 3		30/5	Introduction: <ul style="list-style-type: none">The place of the module in the curriculumStructure and organisation of the module and assignment.Strategy around the globeIndustry competition
2	8	1 x 3		30/5	<ul style="list-style-type: none">Resources and capabilitiesInstitutions, cultures and ethics Hand in first draft of group report (pass/fail) & short presentations
3	8	1 x 3		30/5	<ul style="list-style-type: none">Foreign markets entriesThe entrepreneurial firm
4	8	1 x 3		All groups	<ul style="list-style-type: none">Strategic alliances and networksGlobal competitive dynamics Hand in second draft of group report (pass/fail) & short presentations
5	8	1 x 3		30/5	<ul style="list-style-type: none">Diversifying and acquisitionsMultinational strategies, structures and learning
6	8	1 x 3		30/5	<ul style="list-style-type: none">Corporate governanceCorporate social responsibility Hand in final draft of group report (pass/fail) & short presentations
7	8	1 x 3		30/5	Hand in third draft of group report (pass/fail) & short presentations
8	8	1 x 3		30/5	Evaluation and hand in final report end of week 8
9		2	Not applicable		See www.hint.hro.nl for exam schedules
10		2	Not applicable		See www.hint.hro.nl for exam schedules
(#)					
sst = self study (*) gs = Group size					
Facilities/classroom					
			Beamer, PC, internet and N@tschool		
Remarks					
			None		
Literature and Aids					
Title					
			Global Strategic Management		
Type					
			Book and readings		

Compulsory literature	
	Yes
ISBN	
	ISBN – 13: 948-.324-59098-2
Author(s)	
	Mike W. Peng (Global Strategic Management)
Publisher	
	South Western Cengage learning (www.international.cengage.com)
Year	
	Latest versions are recommended
Information/Lecturers	
M.V. Rog	rogmv@hr.nl
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