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# Course Syllabus

# BU-XXX: Business in Developing and Emerging Markets

# Department of Economics and Business

**Term, Classroom**

**TBD**

# Instructor: Dina Frutos-Bencze, Ph.D.

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**Office Hours: TBD**

### Course Description

### This course examines the forces underlying the political and economic dynamics in developing and emerging markets. Through an in depth analysis of cultural, political and economic factors, students learn about critical strategic issues and operating challenges in these markets. In addition, students develop perspectives on managerial issues and essential skills for success in developing and emerging markets. A field trip to a developing or emerging market is a required component of the course.

### Course Outcomes/Objectives

Upon satisfactory completion of this course students will be able to:

* Describe the difference between doing business in developed markets versus developing and emerging markets.
* Identify developing and emerging markets phenomena and implications of economic growth.
* Describe the nature of institutional voids in developing and emerging markets.
* Formulate and assess business strategies for developing and emerging markets.
* Identify the challenges developed country multinationals face in developing and emerging markets.
* Identify successful strategies of developed country multinational companies.
* Understand emerging market firms in terms of competition at home and in global markets.

Required Texts:

|  |  |
| --- | --- |
| Title: **Operating in Emerging Markets: A guide to management strategy in the new international economy**  Author: Luciano Ciravegna, Robert Fitzgerald & Sumit K. Kundu  Publisher: Pearson  Edition: 1st edition  Date: August 2013  ISBN: 978-0-13-298338-9 | Title: **In line Behind a billion people: how scarcity will define China’s ascent in the next decade**  Author: Damien Ma & William Adams  Publisher: Pearson  Edition: 1st edition  Date: September 2013  ISBN: 978-0-13-313389-9 |

**Supplemental material will be provided in class or posted on Sakai**

Grade Calculation:

|  |  |
| --- | --- |
| **Assessment** | **Grade percentage** |
| Media-Book Reviews/Case Analysis | 15% |
| Midterm | 20% |
| Group Research project & presentation | 25% |
| Final Exam | 25% |
| Individual Field Trip Report | 15% |
| TOTAL | 100% |

Grading Scale:

|  |  |  |
| --- | --- | --- |
| **Grade** | **Numerical Equivalent** | **Points** |
| A | 95-100 | 4.00 |
| A- | 90-94 | 3.67 |
| B+ | 87-89 | 3.33 |
| B | 83-86 | 3.00 |
| B- | 80-83 | 2.67 |
| C+ | 77-79 | 2.33 |
| C | 73-76 | 2.00 |
| C- | 70-72 | 1.67 |
| D+ | 67-69 | 1.33 |
| D | 63-66 | 1.00 |
| D- | 60-62 | 0.67 |
| E | 0-59 | 0.00 |
| F/WF |  | 0.00 |

**Assignments & Schedule:**

|  |  |
| --- | --- |
| Week | Tentative Topics/Reading Assignments/Assessments |
|  |  |
| Week 1  1/XX | Understanding Macro Characteristics of Emerging Markets |
| Week 2  1/XX | Understanding Macro Characteristics of Developing Markets |
| Week 3 1/XX | Emerging Markets Phenomena  The Rise of TNCs from Emerging Markets, Jeffrey Sachs |
| Week 4 2/XX | Institutional Infrastructure in Emerging Markets |
| Week 5  2/XX | Institutional Infrastructure in Developing Markets |
| Week 6  2/XX | Emerging Market Potential  Midterm |
| Week 7  2/XX | Emerging Market Firms |
| **Week 8**  **Spring Break** | **Field Trip** |
| Week 9  3/XX | No-class |
| Week 10  3/XX | India |
| Week 11  4/XX | Russia/Poland/Turkey |
| Week 12  4/XX | China/Asia |
| Week 13  4/XX | South Africa/Africa |
| Week 14  4/XX | Group Project Presentations/Final Group Project Due  Brazil/Argentina/Chile/Mexico |
| Week 15  5/XX | Group Project Presentations/Final Group Project Due  Final Exam review |
| Week 16 | Final Exam |

**Media-Book Review/Case Analysis**

* A well-rounded and thorough analysis/review should comprise no more than four (4) double-space 12pt. font typed pages. A Media Review rubric and a Case Analysis rubric will be provided to help guide the case analysis and media review.

**Midterm and Final Exams**

* The exam format will be a combination of short-essay and multiple choice questions. The Final Exam will be similar in format to the Midterm.

**Group Research Project**

* This is a group assignment. It gives students a chance to work on a research project and present their findings to the rest of the class. The research project should evaluate potential of an emerging or developing market firm to succeed internationally. Each project would require country evaluation as well as industry evaluation. Country evaluation should focus on economic, financial and political risk of the country. The industry structure analysis would look at the regulatory structure as well as the competition in the market of study. Issues such as privatization, identification of major competitors and overall strategy of the firm should be discussed. The country and industry will be assigned during the first week of class.
* The reports should be a minimum of 15 to a maximum 20 typed, double-spaced pages (including annexes and tables). Pages should be numbered. The report should include the country background, industry and competitive analysis in that country, overall strategic analysis of the chosen firm, recommendations for global competition and conclusions. The paper should also include an executive summary and a complete listing of references following the APA style format.

**The group research project includes the following milestones:**

**Research project outline**

* Should include the structure of the report and complete list of references, research resources.

**Research project progress report**

* Should include preliminary findings/results

**Research project draft**

* Should include preliminary findings/results

General information about formatting the final report

* 1. All references should be cited using APA style
  2. Paper must be created in Microsoft Word, double spaced, using 12 point Times New Roman font
  3. Correct Grammar/Spelling/Formatting is essential

**Final Presentation**

Your final presentation will be a maximum 15 minute presentation summarizing the research project findings.

* The PowerPoint presentation should have a maximum of fifteen (15) slides.
* Please think about the audience when you are putting your slides together (colors & readability). Additional tips for creating PowerPoint presentations will be given in class.

**Individual Field Trip Report**

* A well-rounded and thorough individual reflection/analysis report about the overall impressions of the country and industries visited. A grading rubric and more detailed expectations will be provided in class. The field trip report should comprise no more than four (6) double-space 12pt. font typed pages.

**Field Trip Schedule**

**Doing Business in (Costa Rica)**

Dates: Spring Break (February 28 to March 8, 2015)

Tentative Program

|  |  |  |
| --- | --- | --- |
| **Day** | **Responsible** | **Activity** |
| 1.Saturday (2/28) | Ana & Maria Hernandez (program coordinators) | Arrival in CR  Welcome activity |
| 2. Sunday (3/1) | Ana & Maria  9 a.m. a 12 noon  Prof. Frutos 1 a 3 p.m. | Program Orientation Session and tour to San Isidro.  Doing Business in CR Session 1 |
| 3. Monday (3/2) | Prof. Frutos, Ana & María  Prof.Francisco Robles, History Professor | San Jose and National Museum visit  Cultural Aspects and History Session |
| 4. Tuesday (3/3) | Prof. Viviene Solís,  Prof. Frutos, Ana & Maria | Economic and Political Environment Session  Visit to CoopeSolidar and UCR. |
| 5. Wednesday (3/4) | Company Representative  Prof. Frutos, Ana y María | Trade and Competitiveness Session  Visit to Free Trade Zone in Heredia or the Ministry of Economy in San Jose |
| 6. Thursday (3/5) | Company Representative  Prof. Frutos, Ana &María | Export-Import Session  Visit to DOLE: Guápiles & Braulio Carrillo |
| 7. Friday (3/6) | Manuel Grinspan, Company President & CEO  Prof. Frutos, Ana & María | National Industry Session  Visit to ETIPRES company or alternative site. |
| 8. Saturday (3/7) | Prof. Frutos  Ana & María | Doing Business Session 2  Visit to Poás Volcano National Park |
| 9.Sunday | Prof. Frutos  Ana & María | Wrap-up  Farewell activity |
| Sunday (3/8) | Ana y María | Departure |

**Attendance / Participation Policy:**

Attendance is required. In accordance with the college policy (please review your student manual) more than 2 absences will be reflected in your grade. After your second unexcused absence your participation grade will be reduced by 1% per absence. Students who miss more than 7 classes will not be able to pass the class. Excused absences need to be discussed with me and require written notification from the Dean’s office or health services. Each student is responsible for all assignments and class work regardless of attendance requirements. Faculty office hours have been established to provide extra class assistance for students. These faculty office hours are not intended to make up missed class time.

**Missed Exams/Late Work**

In the event a student misses an exam for anything other than a serious medical issue or grave family issue, a make-up exam **will not** be given. Late work will only be accepted due to a medical issue or family issue that precluded the work from being finished by the due date. Email notification before the assignment is due is necessary and written notification from the Dean’s office or health services is required. If work is accepted late it must be finished by the next class period to be accepted and will be reduced by one letter grade.

**Academic Integrity/Plagiarism**

Saint Anselm College places a very high value on academic integrity. This means that work assigned to you, and turned in under your name, should be done by you. This also applies to group work, in that students’ names on a paper indicate that those students participated in discussing and writing the paper, and have not used unattributed sources for material in the paper. If plagiarism/academic dishonesty is determined, the grade for the assignment will be zero. Plagiarism or academic dishonesty incidents will be reported to the Dean’s office.

The College’s policies on plagiarism are outlined in the Student Handbook, pp. 125-26, which is accessible on the website (click on the Current Students link).

**Disabilities**

Students with appropriately documented disabilities may be eligible for reasonable accommodations. It is the student’s responsibility to contact and submit documentation of a disability to the Academic Resource Center. Extended time exams administered by academic services require one week notification by email.

**Policy on the Use of Electronic Devices**:

As a member of the learning community, each student has a responsibility to other students who are members of the community. When cell phones or pagers ring and students respond in class or leave class to respond, it disrupts the class. Therefore, the Office of the Dean prohibits the use by students of cell phones, pagers, PDAs, or similar communication devices during scheduled classes. Text messaging or accessing information on these devises is likewise forbidden. All such devices must be put in a silent (vibrate) mode and ordinarily should not be taken out during class. Given the fact that these same communication devices are an integral part of the College’s emergency notification system, an exception to this policy would occur when numerous devices activate simultaneously. When this occurs, students may consult their devices to determine if a college emergency exists. If that is not the case, the devices should be immediately put away.