



APPLIES TO ACADEMIC YEAR 2005/2006

GRA 6336 Emerging Economies - China

Program

Advanced Specialization Course (MSc), Master of Science in Business, Master of Science in Business and Economics, Master of Science in Business (International Management)

Responsible for the course

Rolv Petter Amdam

Department

Communication - Culture and Languages

Term

According to study plan

ECTS Credits

6

Emerging economies is a central topic within international management. These economies provide both firms embedded in "old" economies and international and domestic entrepreneurial businesses with a set of new business opportunities through opening up new market and providing favourable resources. China, India, the Baltic States, and Brazil are examples of emerging economies which may be defined as middle or low income economies with growth potential that makes them attractive for foreign investors. The dynamic role of these economies opens up a range of important topics to learn about for international managers.

Objective

Based on recent research, the overall aim of this course is to give an understanding of the different characteristics of emerging economies, including the economic, political and cultural dimensions. The main focus will be on the conditions for doing business in these countries, both on how to organize as well as on how to manage business operations. In addition to a broader introduction to the topic, the course will provide a deeper insight into one of these economies; China. The program includes a one-week intensive study trip to Shanghai in cooperation with Fudan University.

Prerequisites

At least two specialization courses in any of the following: Cross Cultural Management, Strategy, International Business or International Management

Compulsory literature

Books:

Chen, Ming-Jer. 2001. Inside Chinese Business: A Guide for Managers Worldwide. Boston: Harvard Business School Press

Recommended literature

Course outline

- The emerging economies in the global economy – the development so far (1)
- The emerging economies – new strategic opportunities for MNEs (2)
- The emerging markets – state control vs privatization (3)
- Organizing and managing business operations in emerging economies – specific challenges (4)
- Doing business in China/The Chinese Political System (5)
- Chinese business culture (6)
- Organizing business in China; Different structures (7)

Computer-based tools

Blackboard

Course structure

The first part of the course will be given as 21 hours of intensive lecturing, case-discussions and other class activities at BI. The rest of the course will be organized as a study trip to Shanghai with Chinese lecturers and visits to Chinese and Norwegian companies in Shanghai.

Evaluation

GRA63361 for 100% of the grade

Evaluation code(s)

Class activities including assignments and group presentations: 40%. Individual term paper 60 %.

Aids at the examination

No aids.

Makeup exam

Re-takes are only possible at the next time a course will be held. When course evaluation consists of class participation or process elements, the whole course must be re-evaluated when a student wants to retake an exam. Retake examinations entail an extra examination fee.