



APPLIES TO ACADEMIC YEAR 2006/2007

GRA 6336 Emerging Economies - China

Program

Advanced Specialization Course (MSc), Master of Science in Business and Economics, Master of Science in Business and Economics (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 markets and providing favourable resources. China, India, the Baltic States and Brazil are examples of emerging economies that may be defined as middle or low income economies with growth potential, making them attractive to foreign investors. The dynamic role of these economies raises a range of important topics in international management.

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, 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 the Chinese economy. The program includes a one-week intensive study trip to Shanghai in cooperation with Fudan University.

Prerequisites

For students taking a minor or a major in International Management with at least two specialization courses in any of the following: The International Firm, International Business, Managing Differences or similar courses.

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

Class activities including assignments and group presentations (40%) and individual term

paper (60 %).

Evaluation code(s)

GRA63361 accounts for 100 % of the final grade in the course GRA6336.

Aids at the examination

Bilingual dictionary

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.

Honor Code

Academic honesty and trust are important to all of us as individuals, and they are encouraged and promoted by the honor system. This is a most significant university tradition. The honor system is the responsibility of students. As faculty, we share the commitment to the ideals of the honor system.

At no time should notes or papers or personal consultations based on previous semesters of this course be used. As part of the honor code papers handed in as part of the course is, at the discretion of the professor, scanned for plagiarism. We are using Safe Assignment in Black Board for this purpose. Any violation of the honor code will be dealt with in accordance with BI's procedures on cheating. These issues are a serious matter to everyone associated with the program. They are at the heart of the Honor Code and academy integrity. If you have any questions about your responsibilities under the honor code, please ask.