



APPLIES TO ACADEMIC YEAR 2009/2010

GRA 6336 Emerging Economies - China

Programme

Master of Science in Business and Economics, Master of Science in International Marketing and Management, Specialization Course

Responsible for the course

Department

Term

According to study plan

ECTS Credits

6

Language of instruction

English

Introduction

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.

Learning outcome

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

A bachelors degree qualifying for admission to the Master programme

Compulsory reading

Books:

Cavusgil, S. Tamer, Pervez N. Ghauri and Milind R. Agarwal. 2002. Doing business in emerging markets : entry and negotiation strategies. Thousand Oaks, Calif. : Sage

Articles:

Selection of articles

Other:

I løpet av kurset kan det bli delt ut materiale på flere emner som er relevante for kurset og eksamen

Recommended reading

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

Learning process and workload

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.

Please note that while attendance is not compulsory in all courses, it is the student's own responsibility to obtain any information provided in class that is not included on the course homepage/Blackboard or text book.

Examination

Class activities including assignments and group presentations (40%) and individual term paper (60 %).

Specific information regarding student evaluation beyond the information given in the course description will be provided in class. This information may be relevant for requirements for term papers or other hand-ins, and/or where class participation can be one of several elements of the overall evaluation.

Exam code(s)

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

Examination support materials

Bilingual dictionary

Exam aids at written examinations are explained under exam information in our web-based Student handbook. Please note use of calculator and dictionary.

<http://www.bi.edu/studenthandbook/examaids>

Re-sit examination

Re-takes are only possible at the next time a course will be held. When the course evaluation has a separate exam code for each part of the evaluation it is possible to retake parts of the evaluation. Otherwise, the whole course must be re-evaluated when a student wants to retake an exam. Retake examinations entail an extra examination fee.

Additional information

Honor Code

Academic honesty and trust are important to all of us as individuals, and represent values that are encouraged and promoted by the honor code system. This is a most significant university tradition.

Students are responsible for familiarizing themselves with the ideals of the honor code system, to which the faculty are also deeply committed.

Any violation of the honor code will be dealt with in accordance with BI's procedures for cheating. These issues are a serious matter to everyone associated with the programs at BI and are at the heart of the honor code and academic integrity. If you have any questions about your responsibilities under the honor code, please ask.