



Module Specification

International Business in Emerging Markets

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Part 1: Information

Module title: International Business in Emerging Markets

Module code: UMSD7W-15-3

Level: Level 6

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Delivery locations: Not in use for Modules

Field: Strategy and International Business

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: The educational experience may explore, develop, and practise but not formally discretely assess the following:

Participate constructively in groups and value the contribution of others

Take responsibility for personal and professional learning and development

Outline syllabus: Introduction

What are emerging markets?

Institutions: laws, governance, and culture

Mode of Entry

Trade

FDI strategies

Innovation

Global Production Networks

Latin American Financial Crisis

Chinese Stock Market

Indian Labour Market

African Food Markets

Part 3: Teaching and learning methods

Teaching and learning methods: Contact time is 3 hours per week.

Students can expect direct contact with the module leaders and members of his/her

teaching team who have in-depth understanding of the material to be discussed. Academic members combine extensive personal experience in some of the countries in question and through their research on matters directly relevant to the module content itself, students are presented with a rich and intellectually rewarding learning opportunity.

In tutorials, through the use of key academic readings and case studies, students will be presented the opportunity to learn alone and in conjunction with other students led by academics.

Regular office hours offer students an opportunity to clarify and further explore issues directly related to the material presented in the module and, potentially, further afield.

This module will be taught by lectures, class exercises and through discussion of case studies.

Learning strategy – Students will need to complete the necessary preparatory reading and exercises prior to class, along with studying any set case material (essential reading).

On the notional basis of a 10:1 ratio of student study hours to credit value, students should be engaged in the learning process for 150 hours. Of this, 36 hours will take place in lectures and seminars, the remaining will take place outside of these contexts and involve independent learning activities such as essential reading, case study preparation, assignment preparation and completion etc.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Critically explain and evaluate the process of political and economic reform in emerging markets

MO2 Compare the transition/emergence process between countries and regions

MO3 Explain the linkages between international business and the emergence process

MO4 Evaluate the importance and impact of MNEs on emerging markets

MO5 Evaluate business organisation in emerging markets

MO6 Extract and manipulate data on national economic performance, international trade and Foreign Direct Investment

MO7 Synthesise and evaluate information and analysis (sometimes contradictory) from multiple sources

MO8 Debate and defend contentious issues

MO9 Use the Internet for the capture of statistics and documentation

MO10 Structure, communicate and defend analysis effectively (orally, visually and in writing)

MO11 Interpret contested quantitative and qualitative data

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umsd7w-15-3.html) via the following link <https://uwe.rl.talis.com/modules/umsd7w-15-3.html>

Part 4: Assessment

Assessment strategy: Task A: A written exam (2 hours) has been selected as the preferred means of assessing student depth and breadth of understanding of the material. The primary reason for this is that the module covers a wide scope of theories and case studies. In order to ensure that students have a firm grasp of the

topics covered, a written exam is preferred.

Task B: A 2000 word essay is also selected on the grounds that it provides students with an opportunity to delve into a particular aspect of the module in depth. Essays afford students the opportunity to improve their writing skills which is essential for management career progression.

If a student is permitted a retake of the module under the University Regulations and Procedures, the assessment will be that indicated by the Module Description at the time that retake commences.

Assessment components:

Written Assignment (First Sit)

Description: 2000 word essay

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO10, MO11, MO2, MO3, MO4, MO5, MO6, MO7, MO8, MO9

Examination (Online) (First Sit)

Description: online assessment (take-home exam with the 24 hours submission)

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO10, MO11, MO2, MO3, MO4, MO5, MO6, MO7, MO8, MO9

Written Assignment (Resit)

Description: 2000 word essay

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO10, MO11, MO2, MO3, MO4, MO5, MO6, MO7, MO8, MO9

Examination (Online) (Resit)

Description: online assessment (take-home exam with the 24 hours submission)

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO10, MO11, MO2, MO3, MO4, MO5, MO6, MO7, MO8, MO9

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Accounting and Finance {Top-Up} [Thuongmai] BA (Hons) 2023-24

Business and Management {Top Up} [INTUNI] BA (Hons) 2023-24

Accounting and Finance {Top-Up} [Frenchay] BA (Hons) 2023-24

Banking and Finance {Top-Up} [Frenchay] BSc (Hons) 2023-24

Business Management with Accounting and Finance {Top-Up}[Sep][FT][Frenchay][2yrs] BA (Hons) 2022-23

Business and Management [Sep][FT][NepalBrit][3yrs] BBA (Hons) 2021-22

Business and Management [Jan][FT][Villa][3yrs] BA (Hons) 2021-22

Business and Management [May][FT][Villa][3yrs] BA (Hons) 2021-22

Business and Management [Sep][FT][Villa][3yrs] BA (Hons) 2021-22

Business and Management {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

Business and Management {Dual} [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business and Management {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2021-22

Business Studies {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

International Business Management {Split Delivery} [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

International Business Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

International Business Management {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2021-22

International Business Management {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

International Business Management {Dual} [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business Management with Accounting and Finance [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business Management with Accounting and Finance {Top-Up} [Sep][SW][Frenchay][3yrs] BA (Hons) 2021-22

Business and Law [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

International Business [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business Management with Accounting and Finance [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business Management with Accounting and Finance {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

International Business [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

International Business {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business and Management [Jan][SW][Villa][4yrs] BA (Hons) 2020-21

Business and Management [May][SW][Villa][4yrs] BA (Hons) 2020-21

Business and Management [Sep][SW][Villa][4yrs] BA (Hons) 2020-21

Business and Law [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business and Law {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business Management with Accounting and Finance {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

International Business {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Business and Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons)
2019-20

Business and Law {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Accounting and Finance {Foundation} [Sep][SW][Frenchay][5yrs] - Withdrawn BA
(Hons) 2019-20