



COURSE TITLE – The Rise of Emerging Markets and Global Competition

LANGUAGE: English

LECTURERS

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AIMS OF THE COURSE

The course examines the evolving role of emerging markets in the global economy, with a focus on the future perspectives for the emerging markets multinationals (EMM) brought about by the recent global recession. The course starts by offering insight into the mechanics of financial crises, the ways to overcome them, and the changing role of emerging markets in the past crises. It then relates emerging markets' turbulent history with their current institutional setting, and discusses the unique aspects of doing business in them. Using a number of case studies, the course proceeds to clarify how some domestic and especially international competitors could use crises as an opportunity, as was the case with many EMMs in the recent global crisis. Late followers from emerging markets used cross-border acquisitions of financially distressed pioneers to gain cutting edge technologies, marketing knowledge, and highly reputable brands. Combining acquired competencies with own low-cost production capabilities enabled them to implement hybrid competitive strategies successfully. The course concludes by offering a perspective on the future role of emerging markets in the global economy. It is intended for students, scholars, and managers interested in emerging markets.

COURSE TOPICS

- The evolving role of emerging markets in the global economy;
- The mechanics of financial crises;
- The global recession of 2008 and the emerging markets;
- The unique aspects of doing business in emerging markets;
- Strategic partnerships in emerging markets;



- Serving the bottom of the pyramid;
- Internationalization of EMMs;
- Strategic importance of cross-border acquisitions for EMMs;
- EMMs' unique approach to innovations.

GAINED SKILLS

After following this course, you will:

- Understand the evolving role of emerging markets in the global economy
- Understand the causes and consequences of financial crises, their impact on emerging markets, and the role of international collaboration in overcoming crises
- Understand the risks and opportunities of doing business in emerging markets
- Understand how to serve bottom of the consumer pyramid profitably
- Understand EMMs' motives to internationalize business operations
- Understand EMMs' unique post-acquisition integration strategies
- Understand the importance of reverse and frugal innovations for global business

