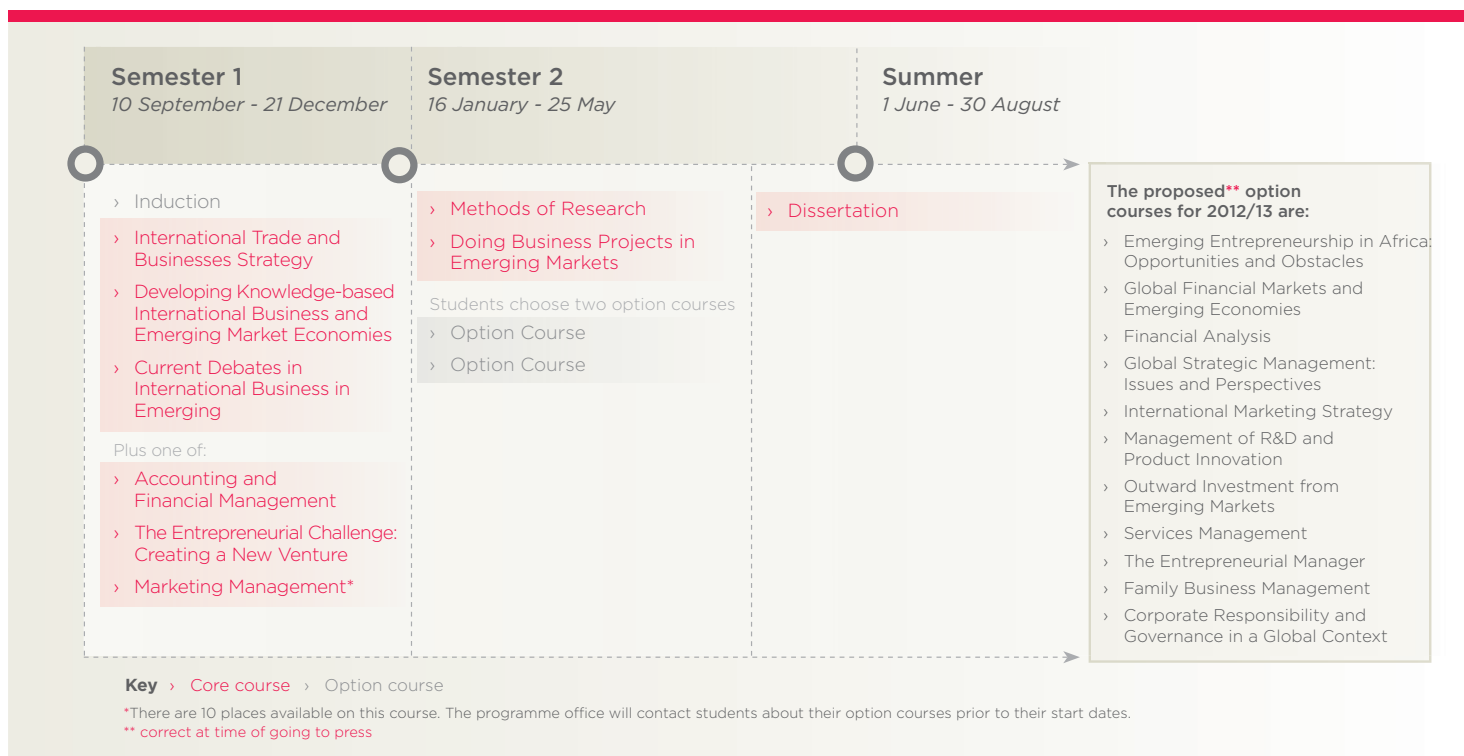


MSc in International Business and Emerging Markets

Programme Structure



Details of core courses

International Trade and Business Strategy

This course provides an overall understanding of the needs, contexts and processes of top-level decision-making for businesses working in an international context (multinational corporations in particular), and some useful approaches to analysing them. The course highlights and analyses the strategic choices (and implementation approaches and methods) open to managements faced with complex international business opportunities and threats.

Current Debates in International Business and Emerging Markets

This course takes the form of a series of weekly workshops and serves two fundamental purposes. The first is to give students the opportunity to discuss and debate some key issues in understanding international business and emerging markets (including analyses of highly relevant case studies). The second is to give them an opportunity to develop their debating skills and, by exposing them to a variety of viewpoints, help them develop a higher level of appreciation for the complexity of the issues than could be gained from merely reading textbooks and articles. The course will complement the other two first semester core courses, International Trade & Business Strategy and Developing Knowledge-Based Businesses in Emerging Economies.

Developing Knowledge-based International Businesses in Emerging Economies

The course will focus primarily on the relationships between Multi-National Corporations and domestic firms in emerging

markets. In it, we will look at the strategies of both types of firms and how those strategies shape both collaboration and competition. We will examine technology transfer and the development of innovation capacity, to see how domestic players in emerging markets learn from their relationships with MNCs, gradually enhancing their ability to become independent players in the Global Knowledge-Based Economy. We will analyse the dynamics of these relationships, which can involve both co-operation (during which the emerging market firms learn first how to imitate) and competition (as they learn how to innovate and begin to do more of the things that the MNC partners have reserved for themselves in the past). We will consider successful examples of knowledge-based economy development from the Pacific Rim and then look at the lessons for China, India and the transition economies of Central and Eastern Europe. The course will include a look at some of the most troublesome investment climate and corporate governance issues in emerging markets, and how they affect those countries' ability to attract foreign capital and modernise their economies.

Plus One of

Accounting and Financial Management / Marketing Management / The Entrepreneurial Challenge: Creating a New Venture (see options list for more details).

Methods of Research

This course is divided into three parts: 'undertaking postgraduate research' 'qualitative analysis' and 'quantitative

analysis'. It is designed to provide students with an overview of the scholarly conventions on research in social sciences in general, and management studies in particular, and the role of qualitative and quantitative research in such research. It also aims to provide students with the practical skills in designing their research projects for their dissertations.

Doing Business Projects in Emerging Markets

This course is specifically designed to provide practical as well as analytical tools for students to engage with real business issues in considering and planning operations in the contexts of emerging markets. Two major perspectives are highlighted. One addresses the issues for companies from industrialised countries seeking to enter and/or operate effectively in emerging markets. The other addresses the challenges facing domestic enterprises within emerging economies (and developing countries more generally) in seeking to build global competitiveness.

Dissertation

Students will need to submit a research proposal as early as possible in the second semester and then work on it during the summer.