COURSE DETAIL

MANAGING IN EMERGING MARKETS
Country Korea, South
Host Institution Yonsei University
Program(s) Yonsei University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 106
UCEAP Course Suffix
UCEAP Official Title MANAGING IN EMERGING MARKETS
UCEAP Transcript Title EMERGING MARKETS
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description

Emerging markets (EMs) have been the growth engine for the global economy in the past 20 years. Recently, however, they have shown signs of fatigue and been hit hard by the C-19. In addition, new markets in terms of new emerging industries are also considered as EMs in this class. The primary goal of this course is to analyze EMs in various way to come up with winning strategies there. Another goal is making students a better communicator as they present Harvard Business Review(HBR) articles and term-project; and they'll become effective global managers as a result. Understanding EMs - both in terms of geography and industry - is the primary assignment of the course. The framework to understand, analyze, and develop EMs, risk management tool, various strategic guidelines suggested mainly by HBR articles, etc. are covered in the class.

Language(s) of Instruction
English

Host Institution Course Number
BIZ4148

Host Institution Course Title
MANAGING IN EMERGING MARKETS

Host Institution Course Details
http://ysweb.yonsei.ac.kr:8888/curri120601/curri_pop2.jsp?&hakno=BIZ4148&bb=01&...

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business Administration

Course Last Reviewed

2021-2022

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