

COURSE DETAIL

EMERGING MARKETS

Country

United Kingdom - England

Host Institution

University of London, Royal Holloway

Program(s)

University of London, Royal Holloway

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Economics Business Administration

UCEAP Course Number

130

UCEAP Course Suffix**UCEAP Official Title**

EMERGING MARKETS

UCEAP Transcript Title

EMERGING MARKETS

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course analyzes emerging markets' commercial realities and national cultures within the context of a global economy (including Brazil, Lebanon, Nigeria, Venezuela, China, and India) . It examines family businesses in emerging markets, and innovation in and from emerging markets. The course provides students with the necessary analytical skills to assess emerging markets for potential entry. It also focuses on the opportunities and challenges that multinationals face when doing business and investing in emerging markets.

Language(s) of Instruction

English

Host Institution Course Number

MN3205

Host Institution Course Title

EMERGING MARKETS

Host Institution Campus

Royal Holloway, University of London

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management

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