

# 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 Course Details**

<https://www.royalholloway.ac.uk/management/informationforcurrentstudents/underg...>

**Host Institution Campus**

Royal Holloway, University of London

**Host Institution Faculty****Host Institution Degree****Host Institution Department**

Management

**Course Last Reviewed**

2018-2019

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