

Course Guide



**HOGESCHOOL
UTRECHT**

PO Box 85029
3508 AA Utrecht
The Netherlands

T +31 30 258 62 00
F +31 30 258 62 05
www.hu.nl

- MB-ECSOCDE-15_2016
- Minor IBEM
- Block A/C
- 5 EC
- Full time
- Conceptual course
- Obligatory course

Author: M. Kragten (marieke.kragten@hu.nl)

Date: August 2017

Contents

1	Course Description	3
2	Course Goals and Learning Objectives	4
3	Place in the Curriculum and Related Courses	5
4	Time Investment	6
5	Pre-requisites	7
6	Exemption Possibilities	8
7	Competencies	9
8	Didactic Forms	10
9	Assessment	11
10	Course Material and Literature	13
11	Course Evaluation	14
	Appendix 1 Text matrix	15
	Appendix 2 Group Assignments	16
	Appendix 3 Report Group Assignment: General Requirements	17
	Appendix 4 Assessment Matrix Report	18

1 Course Description

This course equips students with necessary background information for doing business in emerging markets such as the specific characteristics of macro economics, labour markets, the political environment and technological developments of emerging markets and how these can influence business markets.

Relevant questions that will be addressed include:

- why are some regions more developed than others?
- how have different actors over the years tried to stimulate economic and social development and how successful have they been?
- what are the most recent economic and social developments of emerging markets?
- What threats and opportunities can the specific social, political, cultural and economic characteristics of emerging markets have on / for business operations?

2 Course Goals and Learning Objectives

The objective of this course is to provide students with a solid understanding of the most relevant (current) concepts and policy implications of economic and social development. This understanding is essential for strategic and sustainable decision making in relation to doing business in emerging markets. It provides the framework within which the students will continue to work in the more business practice oriented courses of this minor.

Upon successful completion of the course, students should be able:

- to understand the basic theories of economic growth and social development, the concept of globalisation and the current debate on economic development policies with a specific focus on emerging markets.
- to understand the complexities of the historic, social, political, cultural and economic context in which emerging markets are developing
- to analyse to what extent these complexities influence business operations in an emerging market.
- to use his/ her understanding of the complex context in a decision making process for business operations in an emerging market.
- to collect relevant data, process and analyse them and write a report of a sufficiently professional level

3 Place in the Curriculum and Related Courses

The course 'Economic and Social Development' will be offered in block A and C of the Minor International Business for Emerging Markets, and will provide the necessary contextual information related to current economic and social questions in emerging markets. This information is necessary for a good understanding/ interpretation of the other courses that are offered in this minor. It provides the framework within which the students will continue to work in the more business practice oriented courses of this minor.

4 Time Investment

The total amount of time to be invested in this course is 140 hours, which equals 5 EC

Activity	Hours
Tutorials	14 x 2.5 = 35
Preparation tutorials	14 x 1.5 = 21
Assignments	42
Exam preparation	42
Total hours	140

WEEKLY PLANNING

Week	Tutorial	Preparation: Required reading# / watching/ listening
1.1/	Development as a concept	Haslam et. al. 4) Chapter 1.
1.2/	Imperialism and the Colonial Experience	Imperialism and the Colonial experience. Summary Chapter 2 Haslam et. al. Imperialism: Crash course World History # 31. Youtube video.
2.1/	Theories of Development	The guardian.com: theories of development, Dang G. et. al. 5) Chapter two: Theories of economic development
2.2/	Globalisation and Development	Globalisation: Crash Course World History # 41, you tube video. Globalisation II: Crash course World History # 42. Youtube video. Globalisation, the rise and fall of an idea that swept the world. The guardian.com.
3.1/	Development and business: PPP, BOP, Social entrepreneurship	Business and International Development; Opportunities, Responsibilities and Expectations.
3.2	Institutions and Development 1: The State	Growth Commission Working Paper 10: The Role of Institutions in Growth and Development. World Bank 2008
4.1/	Institutions and Development 2: International Finance institutions & UN	How does the UN work? Youtube video. What is the IMF? Youtube video. What does the worldbank actually do? Youtube video.
4.2/	Demography, education, health, migration and development	The State of World Population 2014, The power of 1.8 billion. Chapter 1, 2, and 3
5.1/	Technology, information and development	Can technology reshape the world of work for developing-countries? The importance of technology for economic and social development.
5.2/	Multinational corporations in emerging markets and CSR	Carroll et. al., 3). chapter 2.1 & 2.2, pp 30-47 & chapter 3.1 & 3.2, pp. 71-78)
6.1/	Environment and development	Carroll et. al., 3) Chapter 15.1,15.2, 15.3, 15.4 pp. 457-471

6.2/	The extend chain of responsibility in doing business	Crane and Matten, pp. 18 – 29 & pp. 407 – 424, 1)
7.1/	Recent developments in emerging economies	Materials TbD during the course.
7.2/	Wrapping up, practice exam	

- 1) Crane and Matten, Business Ethics. Fourth edition 2012, Oxford University Press.
- 3) Carroll, Brown & Buchholz, Business & Society, Tenth edition 2016, Cengage Learning.
- 4) Haslam, P.A., Schafer, J. and Beaudet, P. (eds.), Introduction to International Development: Approaches, Actors and Issues. 2012, Oxford University Press.
- 5) Dang G. and Sui Pheng, L. Infrastructure investments in developing countries. Springer Science+Business Media Singapore 2015

5 Pre-requisites

None

6 Exemption Possibilities

None

7 Competencies

This course contributes to the development of the following competencies:

1. International business awareness (level 3)

- The ability to do an extensive research and to make a transparent synopsis of an international study. On this basis he/she can advise management on the opportunities and threats in the international legal and business environment.
- The student shows a clear interest in international developments beyond the immediate scope of his/her own activities and reads specialist literature on this topic.
- The ability to attune his/her own activities and those of the company to international trends.

2. Intercultural competency (level 2)

- He can indicate the importance of viable international relations of a company within the total value chain.

3. The ability to use his conceptual and visionary skills to contribute to the development and evaluation of the internationalisation strategy of a company. (level 3)

- The ability to translate trends in the environment to opportunities and threats for the organisation.
- He/she can contribute to the adjustment of a vision and strategy.

4. The ability to actively contribute to a group product or result (level 2)

- The ability to initiate co-operation with others, to ask for input of team members,
- to exchange information/knowledge and ideas with them and the ability to actively inquire whether he can be of help for the group.
- The ability to elaborate on the input of others and to keep working on achieving a situation that is profitable both for the group and himself.

5. Business research methods (level 3)

- To spot complex issues and to search information from a broad range of resources. To be able to integrate theory and practice.
- To draw conclusions from complex research data.

6. Understanding of the ethical, normative and social issues related to the professional practice and accepting the responsibility for his actions (level 1)

- The student understands the ethical issues at hand in international business.
- He has an understanding of the theory, concepts and principles of business ethics.

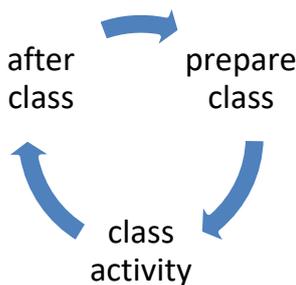
8 Didactic Forms

This course makes use of the following model:

Preparation (before class): reading the required reading materials; this makes the student aware of the topic that will be discussed in class, triggers the interest, and prepares the student for class participation.

Class Activity (in class): the lecturer will explain the theory and concepts with the help of case studies, discussion takes place, assignments are given in order to apply and reflect on - the knowledge obtained during the tutorial. Students start working on their assignments and can get feedback on the assignment. Additionally, feedback on previous assignments can be obtained.

After class: Students continue working on their assignments.



The course involves a total of 14 sessions of 2.5 hours each. Each sessions consists of a tutorial including discussions and a part in which students work on their assignments.

Tutorials

The tutorials will introduce the main concepts and debates with regard to social and economic development. Each tutorial addresses a specific aspect of the most relevant and current debates. In addition to that, in the first tutorials writing and secondary information/data collection, processing and analysis skills will be discussed.

Assignment

At the end of the course, each group of students (3 to 4 per group) hands in a 17 minimum to 20 maximum page report on the emerging market they have been working on during the course. Based on a review of current, relevant literature and other relevant data, the final report should give a well-balanced and motivated analysis of the complexities of an emerging market, finally leading to an advice for businesses interesting in starting doing business in/ with the emerging market concerned.

In each tutorial a certain topic will be discussed and explained on which students will have to do an analysis for the particular emerging market they are working on. In the second part of the tutorial there will be time to work on the analysis. At the same time students can get feedback on their work they have produced so far.

See the next paragraph and Appendix 2, 3 and 4 for more information on the assignment. The group assignment represents 50% of the final grade.

Exam

At the end of the course there will be an individual exam. Anything discussed during the tutorials, next to the content of the obligatory literature, can be examined during the written exam. This individual open question exam accounts for 50% of the final grade.

9 Assessment

Type of Assessment	Weight	Min. Mark
Group assignment: report	50%	5,5
Individual written exam	50%	5,5

The final grade for this course will be based on a report (50%) and an individual exam (50%).

Report

At the end of the course, each group of students (3 to 4 persons) hands in a 17 minimum to 20 maximum page report on the emerging market they have been working on during the course. Based on a review of current, relevant literature and other relevant data, the final report should give a well-balanced and motivated analysis of the complexities of an emerging market, finally leading to an advice for business interesting in starting doing business in/ with the emerging market concerned.

The report should be presented in a logically structured way, in proper English, and should include: title page and table of content (not included in the 17-20 pages), introduction (1 page), logically structured analysis illustrated by graphs and tables (15-18 pages), conclusion (1 page), and references (not included in the 17-20 pages) see Appendix 2, 3 and Appendix 4.

A draft version of the report should be handed in by email on Monday week (8) before 9.00 a.m. You will receive written feedback on the draft report before Friday 9.00 week (8). The final report should be handed in by email on Thursday week (9) before 9.00 a.m. The report will make up 50% of the finale grade for this course.

Only during the tutorials students can get feedback on the assignment handed in.

A **Peer review** is also an obligatory part of the assessment of the group assignment. Group members are required to fill in an assessment form (see sharepoint site) for each of their group members two times, i.e. at the end of week 4, and after handing in the final report. If a student scores deviates significantly from other group members, the lecturer can decide on giving a higher (positive deviation) or lower (negative deviation) grade to the student(s) concerned, than the grade given to the whole group.

Exam

At the end of the course there will be an individual written exam. The exam will consist of open questions. Anything discussed during the lectures, next to the content of the obligatory literature, can be examined in the written exam. The individual exam accounts for 50% of the final grade.

For more information on what will be tested in what type of assessment see Appendix 1.

Resit opportunities

There is a possibility to do a resit of the exam in the next term and to repair the report. The exam is offered in term A and C and resits are offered in term B and D. **The deadline for a resit of the assignment and/ or written exam in term D is 17.00. Students should register on sharepoint for a resit in time!**

Fraud

Cases of fraud are treated very seriously. Lecturers and examination invigilators refer all cases to the Exam Board.

One type of fraud is **plagiarism**. *The Concise Oxford Dictionary* defines this as taking, using or passing off “the thoughts, writings, inventions, etc. of another person as one’s own”. This is a very serious offence. It includes:

1. Handing in the same (or very similar) assignments as other past or present (teams of) students;
2. Copying text or ideas from books, the Internet, etc. without proper source citation;
3. Copying answers from other students during examinations; and
4. Allowing other students to copy your assignments or examination answers

The punishment for fraud is severe. Punishment ranges from being banned from one examination to exclusion from all block exams for more serious cases. Ultimately, fraud leads to expulsion.

10 Course Material and Literature

All materials needed will be made available via sharepoint either as PDFs or as links to the respective internet websites. For the materials see the weekly schedule of tutorials.

The powerpoint presentations of each tutorial will be distributed via sharepoint. All information discussed during the tutorials and the materials distributed and made available on sharepoint can be questioned during the exam.

11 Course Evaluation

The course will be evaluated in written form on an anonymous basis during the last class. Apart from that, the lecturer also evaluates the course with the students in a more informal way during the course. Here, students have the opportunity to give their opinion and tips on the content and form of the course.

Appendix 1:

Test Matrix

Learning objective	Understand	Apply	Analyze	Evaluate	Create	Weight
Ability to understand the basic theories of economic growth and social development, the concept of globalisation and the current debate on economic development policies with a specific focus on emerging markets	WE					15 %
Ability to understand the complexities of the historic, social, political, cultural and economic context in which emerging markets are developing	WE GA		GA			20%
Ability to analyse to what extent these complexities influence business operations in an emerging market			WE GA			30%
Ability to use his/ her understanding of the complex context in a decision making process for business operations in an emerging market.				WE GA	GA	25%
Ability to collect relevant data, process and analyse them and write a report of a sufficiently professional level		GA	GA WE		GA	10%
						100%

WE: Individual written exam. (..) = number of questions in the exam.

GA: Group assignment, report

Appendix 2:

Group Assignment

In groups of 3 to 4 students will work on a report which will provide advise/ information to businesses who are interested in doing business with or in the emerging market the students are working on. The issues discussed in the book and in class are the obligatory elements of the report. Students are free to add issues if they think this is relevant. However, they should remain within the minimum of 17 and maximum number of pages of 20 in total.

In the second part of the tutorial the students will work on the analysis of the issue/ subjects discussed that tutorial. Students can ask questions about the group assignment during the second part of the tutorial and can get feedback on their assignments handed in.

No feedback on ongoing work is given outside class. Students will get written feedback on their draft report. *Both assignments of a week have to be handed in on Friday before 17.00 by email.* The assignments require a significant amount of time investment after class hours as well!

Weekly Planning

Week	Tutorial	Group assignment
1.1	Development as a concept	Analyse the main indicators of development*
1.2	Imperialism and the Colonial Experience	Analyse the colonial experience / relevant historical context*
2.1	Theories of Development	See 3.1
2.2	Globalisation and Development	Analyse the position and role in the global economy, influence of globalisation on the economic structure and economic development *
3.1	Development and business: PPP, BOP, Social entrepreneurship	Analyse the role of different ways of doing business*
3.2	Institutions and Development 1: The State	Analyse the development policies followed and role of government *
4.1	Institutions and Development 2: International Finance institutions & UN	Analyse the role of the IMF and World Bank and the attitude towards these actors *
4.2	Demography, education, health, migration and development	Analyse the characteristics in the field of demography, education, health and migration *
5.1	Technology, information and development	Analyse the level of technology and ICT*
5.2	Multinationals in emerging markets and CSR	Analyse the role of multinationals including of domestic origin*
6.1	Environment and development	Analyse the main environmental challenges *
6.2	The extended chain of responsibility in doing business	Analyse the ethical challenges*
7.1	Recent developments in emerging economies	Analyse the most recent developments and outlook*

*** All related to the question: Why is this important for companies who are interested in doing business in your particular country**

Appendix 3:

Report Group Assignment: General Requirements

Submissions should be 17 minimum to 20 pages maximum, not including cover page, table of content and list of references. **Font: Arial 11, standard margins.**

Report	
Cover and title page	This page creates a first impression -- be clear and creative. Don't forget to include all your names, student numbers, teacher and class number.
Table of Contents	This is essential to keeping your document organized.
Introduction 1 page	Briefly describe the contents of the document. What will be included in each section? Why are these sections important? What will they tell the reader? Introduce your emerging market, explain what is the use of the information and analysis you are going to provide.
Analysis 12 to max 15 pages	Present the different analyses as mentioned in the weekly planning in Appendix 1 in a structured way, based on secondary sources of information/ data illustrated by graphs and tables. Add subjects/ issues if necessary for your particular emerging market
Conclusion 1 page	Summarize the main findings of your analysis and provide advice to companies. Do not provide new information but combine all the analyses done in the foregoing parts.
Bibliography	Use the APA guidelines!
Appendices	As needed (tables, graphs etc.).

Appendix 4:

Assessment Matrix Report

Learning objective	Unacceptable	Acceptable	Exemplary
Ability to understand the complexities of the historic, social, political, cultural and economic context in which emerging markets are developing			
Criterion 1 (15%) - Describe and explain the different elements, as mentioned in the assignment, of the context in the emerging market concerned	Less than 9 elements are clearly described and are well explained	More than 8 elements are clearly described and are well explained	All elements are clearly described and explained
Criterion 2 (10%) - Describe and explain the ethical issues in doing business with/in the emerging market concerned	Less than half of the of the most important ethical issues are well described and well explained	A majority of the most important ethical issues are well described and well explained	The most important ethical issues are well described and well explained
Ability to analyse to what extent these complexities influence business operations in an emerging market			
Criterion 3 (15%) - Analyse the influence of the different elements of the context (incl. ethical issues) on business operations in the emerging market concerned. - Differentiate between different sectors and types of businesses	Less than 8 elements are clearly analysed and no in depth analyses. No references is made to difference in influence according to sector or type of businesses.	A clear analyses of the influence of more than 7. elements. Some elements are discussed more in depth. Reference is made to different sectors or types of businesses.	A complete clear and in depth analyses of the influence on business operations. Differentiates in the analyses between the different sectors/ types of businesses.
Criterion 4 (10%) - Analyse the influence of the specific ethical issues on business practices on business operations in the emerging market concerned. Differentiate between different sectors and types of businesses	Less than half of the of the most important ethical issues are clearly analysed and no in depth analyses. No references is made to difference in influence according to sector or type of businesses.	A clear analyses of the influence of the majority of the most important ethical issues. Some issues are discussed more in depth. Reference is made to different sectors or types of businesses.	A complete, clear and in depth analyses of the influence on business operations. Differentiates in the analyses between the different sectors/ types of businesses.
Criterion 5 (10%) - Describe the latest relevant developments on business operations in the emerging market concerned and analyse its potential impact on business operations	Less than two developments discussed are relevant. No logical conclusions are drawn.	Clear description of a few relevant developments related to business operations. Not all developments discussed are relevant. Draws at least one logical conclusion on potential impact on business operations specified according to sector / types of businesses	Clear description of most relevant developments related to business operations. Draws logical conclusions on potential impact on business operations specified according to sector/ types of businesses
Ability to use his/ her understanding of the complex context in a decision making process for business operations in an emerging market.			
Criterion. 6: (30%) - Formulate an advise that flows logically from the analysis of the complex context. Present opportunities and threats and differentiate between different types of sectors and businesses on business operations in the emerging market concerned .	Most of the advice presented is not relevant and / or logic. Advice is not differentiated according to sector or type of business.	Some parts of the advice are less logic, relevant. Advice is only partly differentiated according to sector or type business.	A logic, relevant and realistic advise on opportunities and threats is formulated. The advice differentiates between different types of sectors and businesses
Ability to collect relevant data, process and analyse them* and write a report of a sufficiently professional level			
Criterion 7: (5%) - Collect relevant data on all different elements of the context and ethical issues on business operations in the emerging market concerned	Majority of data is irrelevant. Information is incomplete Essential information is missing	Not all data is relevant. Part of the information is missing.	All data collected is relevant. Information is complete
Criterion 8: (5%) - Report is well written (consistent, coherent, relevant, structured, appropriate vocabulary, minimum spelling mistakes, professional lay out, sources mentioned in an appropriate way)	Overall presentation of the document is not to a professional standard.	Presentation of the document is according to a professional standard but some mistakes are made in consistency, structure, lay out, vocabulary, referencing etc.	Document is presented according to a professional standard using informative headings, figures, tables. Little or no spelling mistakes, well- chosen precise and varied vocabulary.

- Covered by criteria 1 to 6.