

Module description: Business in Emerging Markets		
Module Code	w.BA.XX.2BusEM.XX	
ECTS Credits	3	
Language of Instruction/Examination	English	
Module Description	The largest emerging economies in the world - with particular attention given to China and India - are analyzed in terms of their economic growth, companies, policies, and culture. This module aims to provide students with an initial insight into these two large economies and their markets and enable them to do business there. In case studies, guest lecturers will introduce Swiss financial and industrial companies operating in China and India. In particular, current geopolitical and economic changes and their impact on cross-border business will be addressed.	
Organizational Unit	Institut für Financial Management (IFI)	
Module Coordinator	Orcun Kaya	
Program and Specialization	<ul style="list-style-type: none"> • Elective module (see module table) 	
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009	
Module Category	Module Type Compulsory Elective	Program Phase Main Study Period
Prerequisite Knowledge	Strategic management/international management. Students learn to understand the world's two largest emerging markets, China and India, in terms of their sourcing power as well as the potential of these growing consumer markets.	
Contribution to Program Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> • Professional Competence • Methodological Competence • Social Competence • Self-Competence 	
Contribution to Program Learning Objectives	Professional Competence <ul style="list-style-type: none"> • Knowing and Understanding Content of Theoretical and Practical Relevance • Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance • Evaluate Content of Theoretical and Practical Relevance Methodological Competence <ul style="list-style-type: none"> • Problem-Solving & Critical Thinking • Scientific Methodology • Work Methods, Techniques, and Procedures • Information Literacy • Creativity & Innovation Social Competence <ul style="list-style-type: none"> • Written Communication • Oral Communication • Teamwork & Conflict Management • Intercultural Insight & Ability to Change Perspective Self-Competence <ul style="list-style-type: none"> • Self-Management & Self-Reflection • Ethical & Social Responsibility • Learning & Change 	

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Module Learning Objectives	Students... <ul style="list-style-type: none">• are able to understand the historical, philosophical, and religious backgrounds of the two countries (intercultural management).• know how large multinational enterprises have entered the markets of China and India and how they are expanding their market share.• know the national key players in selected industries and understand why and how large companies from China and India go global (i.e., by entering the home markets of western MNEs).• are aware how these two countries shape the future world economy.• can evaluate the potential of China and India for sourcing products and services.• work independently in developing a market entry strategy for mid-size companies adapted to the specific industries and markets.																																							
Module Content	<ul style="list-style-type: none">• The historical developments of the two countries• The potential of the Chinese and Indian markets• Market entry barriers, pitfalls, laws, and regulations																																							
Links to other modules	This module is linked to the following modules: <ul style="list-style-type: none">• w.BA.XX.2EMFT.XX																																							
Digital Learning Resources	<ul style="list-style-type: none">• Teaching Videos• Teaching Materials																																							
Methods of Instruction	<ul style="list-style-type: none">• Interactive Instruction• Project Work• Lecture• Case Studies			Social Settings Used: <ul style="list-style-type: none">• Group Work																																				
Type of Instruction	<table><tr><th></th><th>Classroom Instruction</th><th>Guided Self-Study</th><th colspan="2">Autonomous Self-Study</th></tr><tr><td>Large Class</td><td>28 h</td><td>42 h</td><td colspan="2"></td></tr><tr><td>Small Class</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Group Instruction</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Practical Work</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Seminar</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Total</td><td>28 h</td><td>42 h</td><td colspan="2">20 h</td></tr></table>						Classroom Instruction	Guided Self-Study	Autonomous Self-Study		Large Class	28 h	42 h			Small Class	-	-			Group Instruction	-	-			Practical Work	-	-			Seminar	-	-			Total	28 h	42 h	20 h	
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Performance Assessment	<table><tr><th colspan="2">End-of-module exam</th><th>Form</th><th>Length (min.)</th><th>Weighting</th></tr><tr><td colspan="2">-</td><td></td><td></td><td></td></tr><tr><th colspan="2">Permitted Resources</th><td colspan="3"></td></tr><tr><td colspan="5"></td></tr><tr><th>Others</th><th>Assessment</th><th>Format</th><th>Length (min.)</th><th>Weighting</th></tr><tr><td>Active participation in class</td><td>Grade</td><td>Einzelarbeit</td><td>0</td><td>20.00</td></tr><tr><td>Paper and presentation on a topic related to India and/or China</td><td>Grade</td><td>Gruppenarbeit</td><td>0</td><td>80.00</td></tr></table>					End-of-module exam		Form	Length (min.)	Weighting	-					Permitted Resources										Others	Assessment	Format	Length (min.)	Weighting	Active participation in class	Grade	Einzelarbeit	0	20.00	Paper and presentation on a topic related to India and/or China	Grade	Gruppenarbeit	0	80.00
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Classroom Attendance Requirement	80% Minimum 80% attendance is required.																																							
Compulsory Reading																																								

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Recommended Reading	<ul style="list-style-type: none">• On India: Parteek Jain: The Unique Indian Market, Doing Business in India, OrellFüssli Zürich, 2020, ISBN 978-1-63606-601-1• On China: Kevin Rudd: The Avoidable War: The Dangers of a Catastrophic Conflict between the US and Xi Jinping's China, Public Affairs New York, 2022, ISBN 978-1-541-70129-8
Comments	<ul style="list-style-type: none">• Students should have an interest in the current international scope of business, especially current and future developments in the two large markets of China and India, as well as Singapore. The impact of the current trends on future developments in emerging markets, also affecting business with Switzerland, will be a particular focus.• Students who attend this seminar have the opportunity to participate in the Asia Study Trip to Singapore in the coming semester from 28 June - 4 July 2026 and earn an additional 3 ECTS credits. This means that the module "Business in Emerging Markets" (w.2BusEM, 3 ECTS) is linked to the module "Asia Study Trip" (w.2EMFT, 3 ECTS). Students who wish to participate in the field trip should take and pass w.2BusEM. In the Asia Study Trip module (x.2EMFT.x), students have the opportunity to be actively involved in planning and participating in the study trip to Singapore. The "Asia Study Trip" module is not offered to students enrolled in the International Management program.