

Valid from 2025.FS

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	IFI Ltg.				
Module Coordinator	Orcun Kaya				
Program and Specialization	<ul style="list-style-type: none"> • Business Administration - Specialization in Accounting, Controlling, Auditing • Business Administration - Specialization in Banking and Finance • Business Administration - Specialization in Banking and Finance (FLEX) • Business Administration - Specialization in Behavioral Design • Business Administration - Specialization in Economics and Politics • Business Administration - Specialization in Financial Management • Business Administration - Specialization in General Management • Business Administration - Specialization in General Management (Flex) • Business Administration - Specialization in Marketing • Business Administration - Specialization in Politics and Management • Business Administration - Specialization in Risk and Insurance • Business Information Technology - Specialization in Business Information Systems • International Management 				
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	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">Module Type</td> <td>Program Phase</td> </tr> <tr> <td>Compulsory Elective</td> <td>Main Study Period</td> </tr> </table>	Module Type	Program Phase	Compulsory Elective	Main Study Period
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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 				

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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 																														
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"> • Project Work • Case Studies • Interactive Instruction • Lecture 	Social Settings Used: <ul style="list-style-type: none"> • Group Work 																													
Type of Instruction	<table border="1"> <thead> <tr> <th></th> <th>Classroom Instruction</th> <th>Guided Self-Study</th> <th>Autonomous Self-Study</th> </tr> </thead> <tbody> <tr> <td>Large Class</td> <td>28 h</td> <td>42 h</td> <td></td> </tr> <tr> <td>Small Class</td> <td>-</td> <td>-</td> <td></td> </tr> <tr> <td>Group Instruction</td> <td>-</td> <td>-</td> <td></td> </tr> <tr> <td>Practical Work</td> <td>-</td> <td>-</td> <td></td> </tr> <tr> <td>Seminar</td> <td>-</td> <td>-</td> <td></td> </tr> <tr> <td>Total</td> <td>28 h</td> <td>42 h</td> <td>20 h</td> </tr> </tbody> </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	End-of-module exam	Form	Length (min.)	Weighting
	-			
	Permitted Resources			
	Others	Assessment	Format	Length (min.)
Active participation in class	Grade	Einzelarbeit	0	10.00
Paper and presentation on a topic related to India and/or China	Grade	Gruppenarbeit	0	90.00
Classroom Attendance Requirement	80% 80% attendance is required.			
Compulsory Reading				
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 29 June - 5 July 2025 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. 			