1. JUSTIFICACIÓN CURSO

Identify the challenges and opportunities for business success in emerging markets while remaining sensitive to the wide range of impacts international business has on the national markets.

2. OBJETIVOS GENERALES DEL CURSO

3. DESCRIPCIÓN ANALÍTICA DE CONTENIDOS

Emerging markets are gaining increasing interest in the field of international business because they provide unique and significant challenges but also strategic opportunities. Focusing on the dynamics of emerging markets, this course aims to provide an wholistic perspective, ranging from the attraction of emerging markets to the impact of international business on these economies, politics, firms, and consumers. Emphasis is placed on the factors associated with successful business within the emerging markets, including the national market.


3.2. Opportunities in emerging markets: markets, low-cost production, learning opportunities.

3.3. Impacts on world markets: consumer markets, commodity markets, capital markets, foreign exchange markets, trade balances.

3.4. Risks and market failures in emerging markets.

3.5. Evolution of emerging markets: external and internal factors promoting or inhibiting evolution.

3.6. Significance of the BRICs countries: similarities, contrasts, size vs. growth.

3.7. Implications for management.
4. EVALUACIÓN

5. BIBLIOGRAFIA GENERAL