

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
EMERGING MARKETS and BUSINESS TRENDS	BUS3112547	Fall Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses	Emerging Markets, Target market and product analysis in export.				
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assoc.Prof. Elif BAYKAL				
Name of Lecturer(s)	Lect.Dr. Bahar DİVRİK				
Assistant(s)					
Aim	This course aims to provide students with the knowledge and abilities to understand the dynamics of the emerging markets and management trends in those markets. This lecture will guide students to underline the risks and opportunities related to emerging markets worldwide. During the lectures, main emerging markets BRICS (Brazil, Russia, India, China and South Africa), Turkey and the management in those emerging markets separately.				
Course Content	This course contains; Introduction to Emerging Markets,Management Trends in Emerging Markets,Risks and opportunities related to emerging markets,BRICS countries,Brazil and management trends,Russia and management trends, India and management trends ,Çin ve yönetim eğilimleri,South Africa and management trends,Turkey and management trends,Asia Pacific region and management,Transition of low income economies to emerging markets,Transition of emerging economies to developed markets,Cases from different emerging markets.				
Course Learning Outcomes				Teaching Methods	Assessment Methods
1 Will be able to analyze international business from a polycentric perspective.				16, 9	A
1.1 Learns what national and transnational business is.					
1.2 obtains information about the internationalization process.					
2 Will be able to operationalize basic ethical and environmental issues related to international trade.				16, 9	A
2 Gains information about the basic dynamics of international trade.					
2.2 Obtains information about the ethical rules of international trade.					
3 Will be able to explain how economic, political, cultural and social environments affect international business operations.				16, 9	A
3.1 Gain in-depth knowledge about external environmental factors in international business.					
3.2 Obtains information about emerging markets.					
4 Will be able to explain the characteristics of markets that stand out with their commercial success.				16, 9	A
4.1 Learns about BRICS countries.					
4.2 Obtains information about other countries that stand out with their commercial success.					
5 Will be able to express international trade theory in detail.				16, 9	A
5.1 Learns classical international trade theories.					
5.2 Learns about modern international trade theories.					
Teaching Methods	16: Question - Answer Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam				
Lecture Schedule					
Sequenc e	Topics	Preliminary Preparation			
1	Introduction to Emerging Markets				
2	Management Trends in Emerging Markets				
3	Risks and opportunities related to emerging markets				
4	BRICS countries				
5	Brazil and management trends				
6	Russia and management trends				
7	India and management trends				
8	Çin ve yönetim eğilimleri				
9	South Africa and management trends				
10	Turkey and management trends				
11	Asia Pacific region and management				
12	Transition of low income economies to emerging markets				
13	Transition of emerging economies to developed markets				
14	Cases from different emerging markets				
Evaluation Methods			Weight(%)		
(Midterm Exam) Written Exam			100		
Midterm Exam			40		
(General Exam) Written Exam			100		
General Exam			60		

Resources

Cavusgil, T., Knight G., Riesenberger, J. (2017). *International Business: The New Realities Global Edition, 4/E*, Pearson Publication.

Singh, S. K. (2018). Sustainable people, process and organization management in emerging markets. *Benchmarking: An International Journal*, 25(3), 774-776.

Malik, A., Budhwar, P., Patel, C., & Laker, B. (2021). Holistic indigenous and atomistic modernity: Analyzing performance management in two Indian emerging market multinational corporations. *Human Resource Management*, 60(5), 803-823.

Ipek, I. (2021). The relevance of international marketing strategy to emerging-market exporting firms: from a systematic review towards a conceptual framework. *International Marketing Review*, 38(2), 205-248.

Zhao, S., Liu, X., Andersson, U., & Shenkar, O. (2022). Knowledge management of emerging economy multinationals. *Journal of World Business*, 57(1), 101255.