

ECO-962 Globalization and Emerging Markets

Course Description

The course will focus on four interrelated modules that affect growth and business opportunities in emerging markets. First, the course provides a basic framework to understand the process of economic growth. Second, the course looks at the dominance of countries and companies from emerging markets in commodities and looks at whether reliance on commodity exports can generate a sustainable development strategy at the company and country level. Third, the course examines the challenges that political risk in emerging markets poses and the strategies companies can take to overcome some of those institutional weaknesses. The final module looks at the rise of governments and state-owned enterprises as the dominant players in the global economy.

Learning Outcomes

After completing the course, students should be able to

- Understand rise of emerging markets to the center stage of global capitalism
- identify a new set of opportunities for entrepreneurs and investors in the developed world and within emerging markets
- understand the process of economic growth, to identify and learn how to deal with political risk, and finally to distinguish new trends that can provide sustainable business opportunities in emerging markets

Recommended Books

Hamel, G. and C. K. Prahalad (1994). *Competing for the Future*. Boston: Harvard Business School Press.

Kumar, K. and M. G. McLeod (Editors) (1981). *Multinationals from Developing Countries*. Toronto: Lexington Books.

Wells, L. T. (1983), *Third World Multinationals*. Cambridge, MA: MIT Press