

Course Descriptions Bachelor 2020-2021

Course Title Innovation in Emerging Markets
Course Code EBC2156
ECTS Credits 6,5
Assessment Whole/Half Grades

Period	Start	End	Mon	Tue	Wed	Thu	Fri
4	1-2-2021	26-3-2021	X			X	

Level Intermediate
Coordinator Lukas Figge For more information:l.figge@maastrichtuniversity.nl

Language of instruction

Goals
After this course, students will be able to:
1.) Understand the vast heterogeneity among countries and actors in emerging markets and how this relates to innovation.
2.) Define and appraise different ways of innovating in emerging markets.
3.) Apply theory to business cases by discussing cases in class and by working on a group consulting project in which they identify, assess and exploit a particular emerging market context as a business opportunity.
4.) Recognize and explain the institutional, economic, ecological and technological dimensions and forces of innovation.

Description
PLEASE NOTE THAT THE INFORMATION ABOUT THE TEACHING AND ASSESSMENT METHOD(S) USED IN THIS COURSE IS WITH RESERVATION. THE INFORMATION PROVIDED HERE IS BASED ON THE COURSE SETUP PRIOR TO THE CORONAVIRUS CRISIS. AS A CONSEQUENCE OF THE CRISIS, COURSE COORDINATORS MAY BE FORCED TO CHANGE THE TEACHING AND ASSESSMENT METHODS USED. THE MOST UP-TO-DATE INFORMATION ABOUT THE TEACHING/ASSESSMENT METHOD(S) WILL BE AVAILABLE IN THE COURSE SYLLABUS. The central question of this course is "how to innovate in emerging market economies (EMEs)?"
It is organized around three forces that help transforming firms in EMEs from imitators to innovators: building of technological capabilities by firms, globally distributed networks & value chains in which these firms actively participate, and multinational enterprises.
This course will address the question of how these forces can be leveraged by businesses to innovate in the context of EMEs.
This context is characterized by three crucial factors, that differentiate EMEs from "developed markets":
1.) A higher presence of institutional voids, i.e. absence of physical & institutional infrastructure and/or specialized intermediaries that provide requisite information and contract enforcement.
2.) Insufficient investment in sustainable practices, technologies and regulations coupled with rapid growth in emerging markets will inevitably result in pressures on natural resources, raw materials and the environment.
3.) Insufficient inclusion of wider society: growth in emerging economies is generally concentrated in certain sectors - by industry, by region, and even by cities and pockets within cities. This leads to greater poverty, inequality and fragmentation of markets.
Those factors may create roadblocks to innovation. But at the same time, they provide entrepreneurial opportunities and competitive advantages to those businesses that now how to exploit and leverage them through innovation.

Teaching methods: Consulting group project, discussion tutorials, lectures
Assessment methods: Facilitation, group paper and presentation, participation, written take-home exam

Literature Business cases, book chapters, academic articles

Prerequisites This course is a second year course from the Emerging Markets specialisation.

Keywords

Teaching methods PBL / Presentation / Lecture / Assignment / Papers / Groupwork

Assessment methods Final Paper / Attendance / Participation / Assignment / Presentation / Take home exam

Evaluation in previous academic year For the complete evaluation of this course please click <http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM>

This course belongs to the following programme / specialisation
Bachelor Economics and Business Economics - Year 2 Compulsory Course(s)
Emerging Markets
Bachelor International Business - Emerging Markets Year 2 Compulsory Course(s)