

Course Descriptions Bachelor 2023-2024

Course Title	Market Research in Emerging Markets							
Course Code	EBS2063							
ECTS Credits	4,0							
Assessment	Whole/Half Grades							
Period	Period	Start	End	Mon	Tue	Wed	Thu	Fri
	S2	5-2-2024	5-7-2024	C				
Level	Introductory							
Coordinator	Marcel van Birgelen For more information:m.vanbirgelen@maastrichtuniversity.nl							
Language of instruction	English							
Goals	The primary goal of this course is for students to gain knowledge and experience about how local companies can market their products and services in emerging markets.							
Description	Students will perform market research for local companies interested in selling their products and services in emerging markets. This will be done in small groups with each group being assigned a specific emerging economy/market.							
Literature	to be added							
Prerequisites	Completed all first year courses in either the International Business bachelor or in the Economics and Business Economics bachelor.							
	Students within Emerging Markets specialisation only							
Keywords								
Teaching methods	Assignment							
Assessment methods	Final Paper							
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 - Emerging Markets				Year 2 Compulsory Skill(s)			
	Bachelor International Business - Emerging Markets				Year 2 Compulsory Skill(s)			