

## **OPPORTUNITIES AND CHALLENGES OF DOING BUSINESS IN EMERGING MARKETS**

### **Global Network of Advanced Management Week**

**Cohort- 2022 June 13th – 17th, 2022**

#### **Course Overview**

Global growth has received optimistic perspectives in the recent past, with a growing interest in emerging economies. The perspective of emerging markets as new opportunities for business ventures and investments has been to a large extent due to geopolitical happenings at both macro and micro levels of these markets that have contributed impact of growth. These opportunities have positioned emerging economies as the new centers of attraction. There are various business opportunities that can be explored within emerging markets. However, coming with these opportunities are challenges that are unique to emerging markets that must be understood by interested investors, what we call in this module institutional voids.

This module will seek to help participants understand and appreciate the business opportunities and investments within emerging markets and the underlying challenges in these markets. Though the focus will be on African economies, the course will draw learning examples from other emerging markets in South America, Eastern Europe and Asia. Participants will get to appreciate the great opportunities presented by these markets as well as appreciate that the business environment in emerging markets is also faced with the shortcomings of institutional voids

#### **Course Objectives**

- Understand emerging markets and explore trends in the past decade and why there would be an interest in emerging markets.
- Discuss the misconceptions about doing business in emerging markets, especially Africa,
- Review how alliances, partnerships, competitiveness, among others impact growth.
- Recognize the institutional voids in emerging markets and how to exploit these voids as business opportunities.
- Understand the entry strategies into emerging markets and how to win in these markets
- Understand risks and tradeoffs in emerging markets investments
- Understand the need to Manage ethical challenges in emerging markets
- Emerging Arena: Understand the role of innovation, eg disruptive innovations emerging markets

#### **Faculty information : Contact faculty**

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