

UNDERSTANDING BUSINESS OPPORTUNITIES AND INVESTMENT IN EMERGING MARKETS

Global Network of Advanced Management Week

Cohort - 2022 June 13th – 17th

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 Plan

Session	Module	References Reading/Case	Facilitator/Time
1&2	Introduction: Doing Business in Africa The Opportunity	Reading: <i>Cracking the Next Growth Market/ Africa</i>	Dr. George Njenga <i>Date: Monday, 13th June 2022</i> <i>Morning</i>
3 &4	Introduction: The Characteristics of an Emerging Market	Chapters 1(Winning in Emerging Markets) Case: Why Study emerging markets	William Kirwa <i>Date: Monday, 13th June 2022</i> <i>Morning & Afternoon</i>
5&6	Discussion on Emerging markets	Guest Speaker	William Kirwa <i>Date: Monday, 13th June 2022</i> <i>Afternoon</i>

7&8	Spotting Institutional Voids as business Opportunities	Chapters 2&3 (Winning in Emerging Markets) Case: Spotting Institutional voids in Emerging markets	William Kirwa <i>Date: Tuesday, 14th June 2022</i> <i>Morning</i>
9&10	The Importance of Consumer and Business Intelligence	Chapters 2 (Doing Business in Emerging markets)	Dr. Nancy Njiraini <i>Date: Tuesday, 14th June 2022</i> <i>Morning & Afternoon</i>
11&12	How to Navigate Business in Times of Crisis	Discussion Panel Session	William Kirwa <i>Date: Tuesday, 14th June 2022</i> <i>Afternoon</i>
13&14	Risks of Doing Business in emerging markets	Chapters 3(Doing Business in Emerging markets)	Dr. Fred Ogola <i>Date: Wednesday, 15th June 2022</i> <i>Morning</i>
15&16	Strategic options for doing business in emerging markets	Winning in Emerging markets and Doing Business in Emerging Market texts	William Kirwa <i>Date: Wednesday, 15th June 2022</i> <i>Morning & Afternoon</i>
17&18	Experiences from Emerging market	Virtual company visit	William Kirwa <i>Date: Wednesday, 15th June 2022</i> <i>Afternoon</i>
19& 20	Strategic Positioning: access, local brands and multinationals	<ul style="list-style-type: none"> • Case: IESE M-1238-E, Gallina Blanca Star - Africa • Article: Ariño, A. Strategies that go the distance in Africa, IESE Insight, Issue 24, 1st Quarter 2015 	Dr. Fred Ogola <i>Date: Thursday, 16th June 2022</i> <i>Morning</i>
21&22	Ethical challenges and issues of social responsibility in emerging markets	Chapters 4 (Doing Business in Emerging markets)	Dr. Edward Mungai <i>Date: Thursday, 16th June 2022</i> <i>Morning & Afternoon</i>
23&24	Opportunities and Challenges of Emerging Markets	Panel Webinar	William Kirwa <i>Thursday, 16th June 2022</i>

			<i>Afternoon</i>
25&26	Globalization of Emerging Giants – Corporate Examples	Chapter 6&7 (Winning in Emerging Markets) *Case of Tata in India	William Kirwa <i>Friday, 17th June 2022 Morning</i>
27&28	Institutions and policy in emerging markets	1. Ewout Frankema (2013): <i>Africa and Green Revolution</i> 2. Alejandro Foxley, Regional Trading Blocks: The Way to the Future? (2010): <i>Carnegie Endowment for International Peace</i>	Prof. Robert Mudida <i>Friday, 17th June 2022 Morning & Afternoon</i>
29	Emerging Arena	Emerging issues	Guest Speaker <i>Friday, 17th June 2022 Afternoon</i>
30&31	Syndicate work	Project Presentations	William Kirwa <i>Friday, 17th June 20212 Afternoon</i>
Wrap up Session and closure of the program			

Class sessions will run during the day – from 8:45am – 3:45pm local time (EAT) with ample breaks in between.

Faculty information : Contact faculty

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