

UNDERSTANDING BUSINESS OPPORTUNITIES AND INVESTMENT IN EMERGING MARKETS

Global Network of Advanced Management Week

Cohort - June 2024)

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 micro and macro levels of these markets that have contributed to growth impacts. 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 growth impacts.
- 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 engage ethical challenges and corporate governance issues in emerging markets.
- Emerging Arena: Leveraging on Technology and innovations delivery of products in emerging markets.