IB5016-8: GLOBAL BUSINESS STRATEGIC MANAGEMENT

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**IB5016-8 > International Strategic Management and Emerging Economies > Week 2**

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[**Week: 2**](https://my.ncu.edu/Week/WeekDetail?weekid=44938&learnerCourseId=465332)   
**Introduction:**

**Internationalization Theory of Multinationals and the Reasons for Their Interests in Emerging Economies**

This week examines the employment of the multi-national corporation (MNC) in emerging markets and assesses the related risks. You will explain what kind of risks Multinationals face in emerging economies and how they can address the challenges they face in different regions. Keep in mind that success of MNCs could be dependent on the region of the world and more specifically on the country they choose. You need to identify the challenges that you perceive and what you find to be potential threats for MNCs in emerging economies.

Review the resources listed in the Books and Resources area below to prepare for this week's assignments.

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Books and Resources for this Week:

|  |  |
| --- | --- |
| Books | |
| **Reference** | **Instruction** |
| Buckley, P.J. & Ghauri, P.N. (2015) International business strategy: Theory and practice. | Read Chapters 10:  <http://bookshelf.vitalsource.com/#/books/9781317906643/cfi/6/42[;vnd.vst.idref=Chapter10>]  and 32 |
| Articles | |
| **Reference** | **Instruction** |
| Jones, G. (2010).  <http://www.hbs.edu/faculty/Publication%20Files/10-076.pdf> | Read Article |
| Okoro, E. (2012). Cross-cultural etiquette and communication in global business: Toward a strategic framework for managing corporate expansion.  <http://search.proquest.com.proxy1.ncu.edu/docview/1037680965?accountid=28180> | Read Article |

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| Websites | |
| **Reference** | **Instruction** |
| ESSEC Business School. (2011, Feb 3).  <https://www.youtube.com/watch?v=i6E7zs8O9sc> | Watch Video |

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ASSIGNMENT INSTRUCTIONS:

\*Please Read Carefully

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**IB5016-8 > International Strategic Management and Emerging Economies > Week 2 > Assess MNCs' Interests in Emerging Markets, Their Potential Risks and Challenges (Graded, Required)**

**Week 2 Assignment: Assess MNCs' Interests in Emerging Markets, Their Potential Risks and Challenges**

Activity Description

Reflect on chapters 10 and 32 of your text book and the mentioned articles and watch the youtube video and search for other articles on the interent, write a paper to identify factors that would benefit a Multi-national Corporation (MNC) in an emerging economy. Be detailed and succinct in your explanation.. Your paper should address the following:

* Many MNCs have secured a foothold in Asia and many more are looking to develop business relations there.
* Why does this region of the world hold such interest for international strategic management? Identify the related factors and describe some reasons for such interest.
* MNCs from emerging markets (India, China, Brazil) are beginning to challenge the dominance of developed country’s' MNCs. How might MNCs from North America, Europe, and Japan respond to these challenges? Provide some empirical examples.
* Analyze the strategies for doing business in emerging markets. Describe factors (i.e., political, economic, legal, cultural, ethical and so on) that impact international strategic planning.

Support your paper with at least three (**3**) resources. In addition to these specified resources, other appropriate scholarly resources, including older articles, may be included. Your paper should demonstrate thoughtful consideration of the ideas and concepts that are presented in the course and provide new thoughts and insights relating directly to this topic. Your response should reflect scholarly writing and current APA standards. Be sure to adhere to Northcentral University's Academic Integrity Policy.

Length: 5-7 pages (not including title and reference pages).

Upload your assignment using the Upload Assignment button.