Module Descriptor

Title	Emerging Markets And Multinational Corporations		
Session	2026/27	**Status**	
Code	LNDN10004	**SCQF Level**	10
Credit Points	20	**ECTS (European Credit Transfer Scheme)**	10
School	**Business and Creative Industries**		
Module Co-ordinator	Giuseppe Scotto		

Summary of Module

The module aims at providing students with the necessary analytical skills to examine and evaluate Emerging Markets and Multinational Corporations.

Students will identify Multinational Corporations and examine business strategies within the associated Emerging Market.

They will also critically evaluate the effects of the Multinational Corporation on the Emerging Market, as well as on local firms and communities.

Module Delivery Method	**On-Campus[1]** ☐	**Hybrid[2]** ☒	**Online[3]** ☐	**Work -Based Learning[4]** ☐
Campuses for Module Delivery	☐ Ayr ☐ Dumfries	☐ Lanarkshire ☒ London ☐ Paisley	☐ Online / Distance Learning ☐ Other (specify)	

Terms for Module Delivery	Term 1	☒	Term 2	☒	Term 3	☒
Long-thin Delivery over more than one Term	Term 1 – Term 2	☐	Term 2 – Term 3	☐	Term 3 – Term 1	☐

[1] Where contact hours are synchronous/ live and take place fully on campus. Campus-based learning is focused on providing an interactive learning experience supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus contact hours will be clearly articulated to students.

[2] The module includes a combination of synchronous/ live on-campus and online learning events. These will be supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus and online contact hours will be clearly articulated to students.

[3] Where all learning is solely delivered by web-based or internet-based technologies and the participants can engage in all learning activities through these means. All required contact hours will be clearly articulated to students.

[4] Learning activities where the main location for the learning experience is in the workplace. All required contact hours, whether online or on campus, will be clearly articulated to students

Learning Outcomes	
L1	Critically examine the opportunities and challenges that Multinational Corporations face in entering and operating in Emerging Markets.
L2	Understand the origins and evolution of Multinational Corporations.
L3	Critically evaluate the effects of multinational corporations on developed economies, emerging markets, local firms, and communities.
L4	
L5	

Employability Skills and Personal Development Planning (PDP) Skills	
SCQF Headings	**During completion of this module, there will be an opportunity to achieve core skills in:**
Knowledge and Understanding (K and U)	**SCQF 10** Critically demonstrate a broad knowledge of the main aspects of emerging markets Critically demonstrate an in-depth knowledge and understanding of emerging markets and their impact on multinational corporations and global business.
Practice: Applied Knowledge and Understanding	**SCQF 10** Critically apply relevant knowledge and understanding to a range of complex situations involving emerging markets. Apply at an advanced level a range of skills, knowledge and understanding of creativity and problem solving to key issues in the changing global markets
Generic Cognitive skills	**SCQF 10** Critical thinking and evaluation of key concepts. Analysing new and abstract problems and issues related to emerging markets.
Communication, ICT and Numeracy Skills	**SCQF 10** Convey complex concept and theory in a coherent and clear manner. Use ICT to investigate and process data and information. Collect, analyse and communicate a range of numerical and graphical information.
Autonomy, Accountability and Working with Others	**SCQF 10** Undertaking research on a topic and work independently. Using initiative to cooperate and share learning with fellow students.

Prerequisites	**Module Code**	**Module Title**
	Other	
Co-requisites	**Module Code**	**Module Title**

Learning and Teaching
In line with current learning and teaching principles, a 20-credit module includes 200 learning hours, normally including a minimum of 36 contact hours and maximum of 48 contact hours.

Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	**Student Learning Hours** (Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture / Core Content Delivery	36
Independent Study	164
Please select	
Please select	
Please select	
Please select	
TOTAL	200

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: Cavusgil, S. T., Ghauri, P. N., and Liu, L. A. (2021). Doing Business in Emerging Markets (3rd edn). New Delhi: SAGE. Wild, BJ.J. and Wild, K.L. (2024) International Business. The Challenges of Globalization (10th edn). Harlow: Pearson
(N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)

Attendance and Engagement Requirements
In line with the Student Attendance and Engagement Procedure, Students are academically engaged if they are regularly attending and participating in timetabled on-campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time. **For the purposes of this module, academic engagement equates to the following:** see above

Equality and Diversity
The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: UWS Equality, Diversity and Human Rights Code.
(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Supplemental Information

Divisional Programme Board	**Management, Organisations People**
Overall Assessment Results	☐ **Pass / Fail** ☒ **Graded**
Module Eligible for Compensation	☐ **Yes** ☐ **No** **If this module is eligible for compensation, there may be cases where compensation is not permitted due to programme accreditation requirements. Please check the associated programme specification for details.**
School Assessment Board	London Undergraduate School Assessment Board
Moderator	TBC
External Examiner	D. Moore
Accreditation Details	
Module Appears in CPD catalogue	☐ **Yes** ☐ **No**
Changes / Version Number	

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
Online Assessment: 50% of the overall mark
Assessment 2
Individual Essay: 50% of the overall mark
Assessment 3
(N.B. (i) Assessment Outcomes Grids for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed. (ii) An indicative schedule listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.)

Component 1							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Exam - Unseen open book	☒	☒	☐	☐	☐	50	0

Component 2							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Essay	☐	☒	☒	☐	☐	50	0

Component 3							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
	☐	☐	☐	☐	☐		
Combined total for all components						100%	hours

Change Control

What	When	Who