

AEM 4421
Spring 2016
RESEARCH AND STRATEGY IN EMERGING MARKETS

LEAD INSTRUCTORS

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Class Meeting: Lecture Wed. 7:30PM - 9:30PM (151 Warren Hall)

COURSE FORMAT

The course is divided into two components: (1) a field study component that will take place in an emerging market and (2) in-class instruction that will take place during the spring semester on campus. The field studies are scheduled during the winter intersession in different locations annually. Part of the assignments will be conducted and completed during the field study portion of the course. However, much of the instruction will be completed during the spring semester. The student teams will meet with the instructors during scheduled meetings to work on their respective projects. Only letter grades are available for this course.

GOALS AND OBJECTIVES

This course complements the Student Multidisciplinary Applied Research Team (SMART) Program administered by CIIFAD. The goal of the course is to offer students a unique learning and service team experience, working with entrepreneurs, NGOs, universities, and public agencies in emerging markets and economically disadvantaged communities. The field study component involves interaction with various companies, public offices, civic groups and other stakeholders that are related to the project. During the semester, students analyze the information and write up reports and case studies for the clients. The specific objectives of the course are to:

1. Provide students with an innovative learning and service experience with enterprises, NGOs, and communities within developing countries.
2. Offer students a greater understanding of private sector led economic development.
3. Improve students' analytical abilities to develop and write case studies from emerging markets.
4. Facilitate learning to work in a multidisciplinary team to conduct problem solving research in emerging markets.
5. Provide technical assistance and analytical support to underserved businesses, NGOs, and communities.

CLASS PRESENTATIONS*

- February 3: Kenya DSL
- February 10 : Kenya MEL
- February 17: Cambodia
- February 24: China
- March 2: Thailand
- March 9: Rwanda; Colombia
- March 16: South Africa
- March 23: Taiwan

*Class presentations should be a maximum of **30 minutes** should cover: Who was on the team?; Who did we work with? (profile of the organization); What did we do? (what was the problem and how did we seek to solve it); What were the key lessons? (both about the project and about engaged learning); Other fun things we did

CASE STUDY DEADLINES**

March 9: First draft

March 16: Peer Reviews Due

March 23: Final draft

** Bring **hard copy** to class meeting AND **email** to your team leader, and Margaret Lynch: mkl74@cornell.edu by **7:00pm**

POSTER DEADLINES

March 23: PPT file submitted***

April 13: CIIFAD Symposium Presentation

*** **Email** to your team leader, and Margaret Lynch: mkl74@cornell.edu by **7:00pm**

BACKGROUND READINGS

This course will work on management issues relevant to entrepreneurs, NGOs, universities, and public agencies in emerging markets and economically disadvantaged communities. The specific type of businesses, industry, physical location of field trip and issues explored will be different each year. Consequently, a unique reading list will be distributed to registered students each year. In addition to the specific readings related to the field study component, the following readings are required.

Greenwood, Davydd J, Whyte, William Foote, Harkavy, Ira. "Participatory action research as a process and as a goal" *Human Relations*, New York: Feb 1993. Vol. 46, Iss. 2; pg. 175.

Sureshwaran S.; Hanks G., "A Framework for Incorporating Case Writing Assignments in Graduate Agribusiness Courses" *The International Food and Agribusiness Management Review*, Volume 1, Number 2, 1998, pp. 271-285(15).

Harling K. and Misser E., "Case Writing: An Art and A Science" *The International Food and Agribusiness Management Review*, Volume 1, Number 1, 1998, pp. 119-138(20).

Witkowski, Terrence H. (2005), "Anti-Global Challenges to Marketing in Developing Countries: Exploring the Ideological Divide," *Journal of Public Policy & Marketing*, 24 (Spring), pp. 7-23.
<http://www.csulb.edu/~witko/jppm.antiglobalchallenges.pdf>

GRADING

Students will be evaluated based on four key areas that are weighted as follows:

Field Study (Pre-departure assignment, participation during field study activities, teamwork, contribution to field study deliverable)	40%
Case study analysis and write up	30%
Class participation	10%
Poster presentation (CIIFAD Symposium April 13, 2016)	10%
Peer review of case studies	10%