The Emerging Markets Fellows Program

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What makes this an internationalized curriculum? Describe the experience abroad and how you internationalized the curriculum at home.

The Emerging Markets Fellows program prepares MBA students to be the next generation of global business leaders. Over a three semester period, students are required to take courses from a pre-approved list which is designed to expose them to the challenges of managing a business in the emerging markets. They are additionally required to take two study trips into an emerging market, which exposes them to business and government leaders who are shaping the local economy. The study trips require an academic deliverable at the conclusion, such as a paper on changes needed to increase international trade and investment in that market. Lastly, they need to perform a service to the institute, which typically involves writing an article about a relevant issue in the emerging markets, which is then published on the institute website.

How has the international experience been integrated into the curriculum?

The international study trips are a requirement of the program. A trip can be substituted by a working abroad during the summer between the first and second year of study. Some trips, such as the one to Colombia, involve consulting projects for Small and Medium Size Enterprises.

What are the intended student learning outcomes of the internationalized curriculum related to knowledge generation, changed attitudes, and developed skills, and how do you assess them?

Our goal is for the student to learn about the challenges of doing business in the market visited. Several of these challenges can be found in multiple markets, such as lack of governance, corruption, poor regulatory infrastructure, lack of intellectual property protection, restrictive labor laws, and shortage of qualified employees. By requiring the students to write a paper at the end of the visit, we are able to assess whether he/she identified the challenges, and whether any suggestions can be made to eliminate or minimize them.