

DoBEC GAME

“Doing Business in Emerging Countries” Game.

Your Business Project and your PPT presentation.

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DoBEC GAME

The class is divided in **3-4 students groups** (the ones you will decide with Prof. Pollio by October the 2nd).

Each group pretends to be an **Italian / European / US Company** and will develop one **Business project** in one “Emerging Country/Region/Town”.

YOUR COMPANY IS GOING TO DISCUSS A STRATEGY OF PENETRATION IN ONE EMERGING COUNTRY MARKET

IN ORDER TO ELABORATE YOUR BUSINESS PROJECT YOU CHOOSE:

One Sector/one Product

One Company

one Emerging Country

DoBEC GAME: Final requested output and evaluation

Our final Exercise:

You have to offer strong arguments and evidences to your **Company Board of Directors** that:

(a) the **COUNTRY** you focus on and that (b) the specific **BUSINESS** you suggest are going to be first-best strategic and profitable choices for your **COMPANY**.

Examples: Organic Pasta in Russia, Balsamic Vinegar in Shanghai, Restaurant Kitchen equipments in Brasil, Water pollution control equipments in Vietnam, Air Pollution equipments in South Korea, ,Blood Diagnostic Equipment Products in Indonesia, Urban requalification projects in Mexico City, Cultural services Management in South Africa, Health services provision in China...

YOUR GROUP WILL PRESENT YOUR BUSINESS PROJECT IN FRONT OF THE CLASS AND TWO OTHER SELECTED GROUPS WILL DISCUSS IT.

EACH GROUP WILL BE EVALUATED FOR THE PRESENTATION AND FOR THE DISCUSSIONS

Final requested output and evaluation

How?

From now: Googling, YouTubing ... reading, and working on a list of selected database I am going to list for you (next slide).



We need an investigation based on your intuitions
... but also on rigorous quantitative and qualitative sources.

Stats/Maps...: on the web

- Trading Economics: <http://www.tradingeconomics.com/>
- World Bank: <http://data.worldbank.org/>
- IMF: <http://www.imf.org/>
- OECD: <http://www.oecd.org/> ; <http://stats.oecd.org/Index.aspx>.
- UNITED NATIONS Statistic Division: <http://unstats.un.org/unsd/>
- UNDP: <http://hdr.undp.org/en/statistics/>
- UNCTAD: <http://unctad.org/>
- UNESCO (institute for statistics): <http://www.uis.unesco.org/>
- Social Watch: <http://www.socialwatch.org>
- Gapminder: <http://www.gapminder.org/>
- World Mapper: <http://www.worldmapper.org/>
- HARVARD University: <http://atlas.cid.harvard.edu>

Studying and selecting the target: “The Emerging ...”.

- BRIC (Brazil, Russia, India and China)
- BRICS (Brazil, Russia, India and China, South Africa)
- BRICK (BRIC + South Korea)
- BRICKS (BRIC + South Korea + South Africa)
- BRICET (BRIC + Eastern Europe and Turkey)
- BRICM (BRIC + Mexico)

- MIKT (Mexico, Indonesia, South-Korea and Turkey).
- Next Eleven (Bangladesh, Egypt, Indonesia, Iran, Mexico, Nigeria, Pakistan, Philippines, South Korea, Turkey, and Vietnam)
- CIVETS (Colombia, Indonesia, Vietnam, Egypt, Turkey and South Africa)

- Chinese regions (Guangdong, Zheijiang, ...)
- Urban areas, metropolies, conurbation ... (Pearl river Delta, Shanghai, ...)

DoBEC-GAME LABS: agenda and details

Groups' Presentation and Discussion

Preliminary idea discussion:

- **November the 14^h**

Final presentations and discussions:

- **December the 19^h**
- **December the 20^h**

You will present your Business Project PPT in front of the classroom. Discussion and presentation will be evaluated.