

Manchester Global MBA Sample Class: Business Strategies for Emerging Markets

4th October 2012, Thursday evening

During this 90 minute session, we will take a look at a new, emerging strategic landscape: The last four years have fragmented two hundred years of carefully constructed trade relationships and in the end we will find that this is a good thing. Successful managers will need to anticipate and lead change as many of the old rules are re-written. The opportunities provided by a new, emerging middle class will create new markets in unexpected places, and the purchasing behaviour of this new middle class will be different from their counterparts in developed markets. In this session we will discuss:

- Opportunities at the 'bottom of the pyramid': we reconsider of Prahalad and Lieberthal's thesis that an a huge emerging middle class in developing markets will create opportunities for firms in both developing and developed markets;
- We look at the effect of technological innovations, demand that is shifting faster than expected, new demographics and new economic realities to predict the next stages in world development.

We don't have an answer to the really important question – what will happen next – but we promise to give participants something to think about!

About the Speaker

Professor Charles Schell

Visiting Fellow, Manchester Business School

Before commencing his career in academia, Charles worked as a general manager, financial analyst, consultant, outdoor educator, ski instructor, millwright and boat builder. He lectures, writes and consults worldwide on MBA and executive programs for several universities and several large and aspiring multinational clients.

Before joining Manchester Business School in 1989, Charles worked as a manager and consultant in Asia and the South Pacific. For over a decade he taught international business and finance on all of MBS's MBA programs and from 1996-1998 directed the flagship International Business Project, a 10 week client driven project that engages students on real consulting projects funded by major multinationals. In 1992, he was part of the group that founded Manchester Global MBA, a major blended learning MBA program. www.mbs.ac.uk/global

Charles has worked individually, with colleagues and past students on a variety of major consulting jobs. Past clients have included the European Union, the governments of the UK, Canada and Brunei, Pfizer, IBM, Royal Insurance, Prudential, Bank of Scotland, Banque Indosuez, ING Bank, Barclays Bank, Lloyds Bank, United Utilities, KPMG, Price Waterhouse Coopers, Arthur Anderson, Accenture and Shell.



Date & Time:	4 October, 2012, Thursday 7:00pm – 8:30pm
Venue:	6/F, Wilson House, 19-27 Wyndham Street, Central, Hong Kong
Fee:	Free of Charge
Registration:	Seats are limited. First-come, first-served basis by <u>28 September</u>
Enquiries:	Frankie Fan (email: mba@mbs.edu.hk Tel: +852 2588 5013)

[Register now >>>](#)

The University of Manchester | Manchester Business School | East Asia Centre | 6/F Wilson House | 19-27 Wyndham Street | Central Hong Kong | Tel +852 2588 5013 | email mba@mbs.edu.hk | www.mbs.ac.uk/global