Subject card

Subject name and code	International Management: Investment strategies in emerging markets, PG_00084019		
Field of study	Economics, International Economic Relations		
Date of commencement of studies	October 2023	Academic year of realisation of subject	2025/2026
Education level	Bachelor’s studies	Subject group	Obligatory subject group in the field of study Optional subject group
Mode of study	full-time studies	Mode of delivery	at the university
Year of study	3	Language of instruction	English none
Semester of study	6	ECTS credits	5.0
Learning profile	academic	Assessment form	credit
Conducting unit	Faculty of Economics -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. Przemysław Kulawczuk	
	Teachers	dr hab. Przemysław Kulawczuk	

Lesson types							
	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						

Learning activity and number of study hours					
	Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours	Self-study	SUM
	Number of study hours	30	0.0	0.0	30

Subject objectives	The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSGL3_W11] has an advanced knowledge of (legal, organisational, ethical) rules and norms organising economic structures and institutions (in particular those on the international market)	has advanced knowledge of the rules and norms (legal, organizational, ethical) organizing economic structures and institutions in the area of Foreign Direct Investment	[SW2] presentation/project/paper/report
	[EKONL3_K03] participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements	participates in the preparation of projects on the assessment of the potential of emerging markets, being able to reconcile legal, economic, ecological, political and social requirements	[SK2] presentation/project/paper/report
	[EKONL3_W02] has advanced knowledge of the different types of existing business entities and organisations and public institutions	has advanced knowledge of various types of existing entities and economic organizations and public institutions in the field of Foreign Direct Investment	[SW5] implementation of a problem task
	[EKONL3_K01] recognises the importance of economic knowledge in identifying and solving economic problems and of consulting experts when difficulties in solving them independently	Recognizes the importance of economic knowledge in identifying and solving economic problems related to entering emerging markets	[SK5] implementation of a problem task
	[MSGL3_U06] can identify selected risks related to international operations of enterprises and assess their consequences correctly	is able to identify selected types of risks related to the international activities of companies when entering new emerging markets	[SU5] implementation of a problem task
	[MSGL3_U04] uses the acquired theoretical knowledge in economics to analyse and evaluate the operation of economic entities on the international market, with particular emphasis on the European Union market	uses his theoretical knowledge in the field of economics to analyze and evaluate the functioning of economic entities on the international market, especially when implementing foreign investments	[SU5] implementation of a problem task
	[EKONL3_W10] knows and understands the basic concepts and principles of industrial property, intellectual property and copyright law	knows and understands the basic concepts and principles of industrial, intellectual and copyright protection in the field of foreign investment in emerging markets	[SW5] implementation of a problem task
	[MSGL3_W05] knows and understands the basic principles of establishing and developing various forms of entrepreneurship	knows and understands the basic principles of creating and developing various forms of entrepreneurship when entering emerging markets	[SW2] presentation/project/paper/report
	[MSGL3_K05] correctly identifies, diagnoses and solves dilemmas and various options of solutions related to the profession	correctly identifies, diagnoses and resolves dilemmas related to foreign investments and proposes various variants of solutions related to entering emerging markets	[SK2] presentation/project/paper/report
	[MSGL3_U05] can use basic regulations and standards which determine business activity, as well as accounting principles in order to solve specific tasks related to the activity of enterprises	is able to use basic regulations and standards that determine business activity in order to prepare solutions to decision-making problems related to entering new emerging markets	[SU5] implementation of a problem task
	[MSGL3_W07] knows and understands types of economic ties and regularities governing them, including the principles of functioning of the market and the market mechanism, both in the national and international aspect	knows and understands the types of economic ties and the rules that govern them, including the principles of market operation and market mechanisms, in the field of Foreign Direct Investments	[SW2] presentation/project/paper/report
	[MSGL3_W13] gospodarczych w otoczeniu krajowym i międzynarodowym, ze szczególnym uwzględnieniem Unii Europejskiej has a well-structured knowledge of the functioning of business entities in the national and international environment, with particular emphasis on the European Union	has structured knowledge of the functioning of business entities in the national and international environment, especially in the field of foreign direct investment	[SW5] implementation of a problem task

Course outcome	Subject outcome	Method of verification
[EKONL3_W08] has knowledge of the processes of changing elements, enterprises and whole structures of economic organisations, as well as the processes of changing social institutions, knows what their causes, course, scale, consequences are and what the influence of external stakeholders is on them	has knowledge about the processes of change of elements, enterprises and entire structures of economic organizations, as well as about the processes of change of social institutions in the area of Foreign Direct Investment in emerging markets	[SW5] implementation of a problem task
[MSGL3_U13] can prepare presentations and oral speeches on selected specific problems concerning international economic relations (in connection with the chosen speciality within International Economic Relations), using basic theoretical approaches, specialist terminology, principles of collecting data from various sources, their description and interpretation, and drawing conclusions based on scientific literature	has the ability to prepare presentations and oral presentations in English on the potential of selected emerging markets	[SU2] presentation/project/paper/report
[EKONL3_U13] be able to interact and work in a group (including an international one), assuming various roles within it	is able to cooperate and work in a group (including in an international environment), taking on various roles, including during project preparation	[SU2] presentation/project/paper/report
[MSGL3_K06] is ready to be guided in his/her professional life by business ethics and corporate social responsibility, to respect others and to be loyal to his/her employer	is ready to be guided by business ethics and corporate social responsibility in his/her professional life, especially when entering new markets	[SK2] presentation/project/paper/report
[MSGL3_K03] participates in the preparation of economic and social projects; can reconcile legal, economic, ecological, political and social requirements	participates in the preparation of projects assessing the potential of emerging markets, is able to reconcile legal, economic, ecological, political and social requirements	[SK2] presentation/project/paper/report
[EKONL3_K04] is willing to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, is resilient in the face of failure, is able to identify risks and assess the risks of failure	is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, especially when it comes to strategies for entering emerging markets	[SK2] presentation/project/paper/report
[MSGL3_U11] has language skills in the field of economics, specific to the field of study of International Economic Relations, in accordance with the requirements of Level B2 of the Common European Framework of Reference for Languages	has language skills in the field of economics, appropriate for the field of study of international economic relations, in accordance with the requirements specified for level B2, which is required when preparing a project	[SU2] presentation/project/paper/report
[EKONL3_U11] has language skills in economics which meet the requirements of level B2 of the Common European Framework of Reference for Languages	has language skills in the field of economics related to English, in line with the requirements specified for level B2, necessary to prepare a project and deliver a presentation	[SU2] presentation/project/paper/report
[EKONL3_U09] is able to prepare written work, in Polish and in a foreign language, on specific economic and social issues, using specialist terminology, theoretical and methodological approaches, principles of collecting data from various sources, their description and interpretation, making inferences based on scientific literature and factual data, and making international comparisons	is able to prepare written works in Polish and a foreign language concerning strategies for entering emerging markets	[SU2] presentation/project/paper/report

Course outcome	Subject outcome	Method of verification
[EKONL3_U04] can predict and forecast the course of economic and social processes and phenomena	is able to predict the course of economic and social processes and phenomena and forecast these phenomena based on existing examples and practices in the field of implementing Foreign Direct Investments	[SU2] presentation/project/paper/ report
[MSGL3_U14] can interact and work in a team (including an international one), taking various roles within it	is able to cooperate and work in a group (including in an international environment), taking on different roles, especially when preparing a project on the potential of a selected emerging market	[SU2] presentation/project/paper/ report
[EKONL3_U14] is able to set priorities and plan and organise the tasks involved in their implementation as well as monitor and evaluate progress accordingly	is able to set priorities appropriately and plan and organize tasks related to their implementation, as well as monitor and evaluate the progress of work on a project related to entering emerging markets	[SU5] implementation of a problem task

Subject contents

1. Foreign Direct Investment: fundamental concepts

2. Emerging markets: description of basic features: China, India, Brazil, Central Europe

3. Investment strategies in emerging markets

4. Institutional context in foreign direct investment strategies

5. FDI trends in European Emerging Economies

6. Changing patterns of FDI in Europe

7. Acquisition as entry and expansion strategy

8. Cultural context of entry strategies

9. Case studies: TP SA - France Telekom and T-Mobile Hungary

10. Case studies: Cadbury-Wedel, Carlsberg Breweries and MOL, Hungary

11. Case studies: entry strategies from India, Vietnam and Egypt

12. Successful patterns of FDI in emerging markets: Concluding remarks

Prerequisites and co-requisites

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
50% assessment of activity during classes, 50% assessment of quality and innovation of the project presentation	51.0%	100.0%

Recommended reading

Basic literature	
	1. Estrin S., Meyer K.E. ed., Investment Strategies in Emerging Markets, Edward Elgar, Cheltenham, UK; Northampton, MA, USA, 2004 2. Meyer K.E., Estrin S. ed, Acquisition Strategies in European Emerging Markets, Palgrave Macmillan, Houndmills UK, New York, USA, 2007

	Supplementary literature	Electronic publications delivered by the lecturer Case studies of merket entries on emerging markets
	eResources addresses	
Example issues/ example questions/ tasks being completed	Market entry strategy on chockolate market in emerging markets Branding strategy on emerging matekts - beer market Designing the merger on telecommunications market Testing customers' preferences on emerging markets	
Work placement	Not applicable	

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