Subject card

Subject name and code	International Management: Investment strategies in emerging markets, PG_00102456					
Field of study	Economics, International Economic Relations					
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026	
Education level	Master'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	2		Language of instruction		English brak	
Semester of study	4		ECTS credits		5.0	
Learning profile	academic		Assessment form		credit	
Conducting unit	Department of Macroeconomics -> Faculty of Economics -> Rector					
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Przemysław Kulawczuk			
	Teachers					

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 aim of the course is to complement the implementation of selected teaching objectives in the field of knowledge, skills and social competences provided for the fields of study of economics and/or international economic relations.

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONMU2_W08] has an in-depth knowledge of processes occurring in enterprises and economic organisations and with related areas, as well as of processes of change in public institutions; knows methods of research on the regularities governing these changes, taking into account the influence of external stakeholders on them	has in-depth knowledge of the processes taking place in enterprises and economic organizations on foreign markets	[SW5] implementation of a problem task
	[MSGMU2_U14] has a thorough ability to prepare specialist oral presentations on economic and social issues, using specialist theoretical approaches, the principles of collecting data from various sources, their description and interpretation, and drawing conclusions on the basis of scientific literature; can prepare and lead a debate	has an in-depth ability to prepare specialist oral presentations in English in connection with the preparation of a project on the potential of a selected emerging market	[SU2] presentation/project/paper/ report
	[MSGMU2_K06] is ready to independently identify, diagnose and responsibly resolve dilemmas and alternative solutions related to his/her profession and the development of professional achievements	is ready to independently identify, diagnose and responsibly resolve dilemmas related to entering emerging markets	[SK2] presentation/project/paper/ report
	[EKONMU2_U10] has an advanced ability to prepare specialist oral presentations on economic and social issues, using specialist theoretical approaches, the principles of collecting various sources of data, their description and interpretation, and drawing conclusions based on scientific literature; can prepare and conduct a debate	has advanced skills in preparing specialist oral presentations in English on issues related to Foreign Direct Investments	[SU2] presentation/project/paper/ report
	[EKONMU2_W11] knows the detailed principles of establishing and developing forms of individual entrepreneurship, using the knowledge of economics, finance and management sciences	knows the detailed rules for creating and developing forms of individual entrepreneurship, especially in the area of Foreign Direct Investment	[SW5] implementation of a problem task
	[EKONMU2_U05] uses (legal, professional, ethical) normative systems and can effectively solve complex economic and social problems using them	uses normative systems (legal, professional, ethical) and is able to use them to effectively solve complex problems related to entering emerging markets	[SU5] implementation of a problem task
	[EKONMU2_U07] can independently propose solutions to complex economic or social problems, select methods of analysis and conduct conclusive procedures in this respect	is able to independently propose solutions to a complex economic problem related to the implementation of a foreign investment	[SU5] implementation of a problem task
	[MSGMU2_W10] has an in-depth knowledge of the legal, cultural and financial conditions related to business operations, in particular those of an international nature	has in-depth knowledge of the legal, cultural and financial conditions related to the implementation of Foreign Direct Investments	[SW2] presentation/project/paper/ report
	[MSGMU2_W11] has a theoretically grounded, in-depth knowledge of the key issues of managing a business entity on the national and international market and of selected detailed issues of the international supply chain	has theoretically based, in-depth knowledge of key issues related to managing a business entity operating in an emerging market	[SW2] presentation/project/paper/ report
	[MSGMU2_W12] has an in-depth knowledge and understanding of the principles of establishing and development of business entities, including forms of individual entrepreneurship	has a deeper knowledge and understanding of the principles of creating and developing business entities, including forms of individual entrepreneurship in the field of foreign investments	[SW2] presentation/project/paper/ report

	Course outcome	Subject outcome	Method of verification
	[EKONMU2_U13] can manage teamwork as well as interact and work in a team (including in an international environment) assuming a leading role in it	is able to manage the work of a team and cooperate and work in a team (including in an international environment), taking a leading role in project work on strategies for entering emerging markets	[SU2] presentation/project/paper/report
	[MSGMU2_U05] can apply the rules and standards of business activity in order to solve complex and atypical problems arising from international economic cooperation	can use business rules and standards to solve complex and unique problems related to business operations in emerging markets	[SU5] implementation of a problem task
	[MSGMU2_U03] can identify and analyse relations between business entities and institutions in their national and international environment	is able to identify and analyse the relationships between economic entities and institutions in their national and international environment in relation to Foreign Direct Investments	[SU2] presentation/project/paper/report
	[MSGMU2_W09] has an in-depth knowledge of selected areas of the functioning of a modern enterprise in the national and international environment; understands the conditions, principles and consequences of decisions taken in its structures aiming at the development, and the dependencies among enterprises on the international market	has in-depth knowledge of how a modern enterprise operates in emerging markets	[SW5] implementation of a problem task
	[MSGMU2_U06] can identify types of risks related to international operations of enterprises and correctly determine their consequences and methods of mitigation, with a skilful application of theory, using appropriate research method	is able to identify the types of risks associated with the international activities of companies on foreign markets	[SU5] implementation of a problem task
	[MSGMU2_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; assesses risks and threats and finds ways of counteracting their effects	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 planning entry into emerging markets	[SK2] presentation/project/paper/report
	[MSGMU2_K03] is ready to actively participate in groups, organisations and institutions conducting professional projects concerning the functioning of economic entities in the conditions of globalisation and the development of integration processes	is ready to actively participate in groups, organizations and institutions implementing professional projects aimed at entering emerging markets	[SK2] presentation/project/paper/report
	[MSGMU2_K07] is ready to observe and develop the principles of professional ethics and corporate social responsibility, takes into account changing social needs, respects the diversity of opinions and cultures, and is professional and loyal towards the employer	is ready to respect and develop the principles of professional ethics and corporate social responsibility, respecting the local culture on foreign markets	[SK5] implementation of a problem task
	[EKONMU2_K05] correctly identifies, diagnoses and solves dilemmas and alternative solutions related to the profession	correctly identifies, diagnoses and resolves dilemmas related to the implementation of foreign investments	[SK5] implementation of a problem task
	[MSGMU2_U04] can use the acquired knowledge to formulate and solve complex problems related to the operation of economic entities on the international market, with particular emphasis on the European Union market	is able to use his/her knowledge to formulate and solve complex problems related to investing in emerging markets	[SU5] implementation of a problem task

	Course outcome	Subject outcome	Method of verification
	[MSGMU2_U09] can innovatively solve problems in the field of international economic relations and the functioning of economic entities on the international market, adapting existing or developing new methods and tools	is able to innovatively solve tasks in the field of international economic relations and the functioning of economic entities on the international market in the area of Foreign Direct Investment	[SU2] presentation/project/paper/ report
	[MSGMU2_U12] can manage teamwork, cooperate and work in a team, in particular an international one, taking a leading role in it	is able to manage the work of a team and cooperate and work in a team, especially an international one, taking on a leading role, especially when working on a project	[SU2] presentation/project/paper/ report
	[EKONMU2_U11] has language skills in the field of economics, which comply with the requirements of level B2+ according to the Common European Framework of Reference for Languages	has language skills in the field of economics, in line with the requirements specified for level B2+, necessary to deliver a presentation on the project	[SU2] presentation/project/paper/ report
	[EKONMU2_W02] has an in-depth knowledge of various types of existing economic entities and organisations as well as an extended knowledge of public institutions	has in-depth knowledge of various types of existing economic entities and organizations and extended knowledge of public institutions operating in the area of Foreign Direct Investment	[SW2] presentation/project/paper/ report
	[EKONMU2_K03] inspires and organises preparation of economic and social projects, following the idea of sustainable development, reconciling legal, economic, ecological, political and social requirements	inspires and organizes the preparation of projects on entering emerging markets in line with the idea of sustainable development	[SK2] presentation/project/paper/ report
	[EKONMU2_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; can assess risks and threats and find ways of counteracting their effects	is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, especially in project work related to emerging markets	[SK2] presentation/project/paper/ report

Subject contents	1. Foreign Direct Investment: Basic Concepts 2. Emerging Markets: Description of Key Characteristics: China, India, Brazil, Central Europe 3. Investment Strategies in Emerging Markets 4. Institutional Context in Foreign Direct Investment Strategies 5. Trends in Foreign Direct Investment in Emerging Economies in Europe 6. Changing Patterns of Foreign Direct Investment in Europe 7. Acquisition as an 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 Foreign Direct Investment 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 market entries on emerging markets
	eResources addresses	
Example issues/ example questions/ tasks being completed	Chocolate Market Entry Strategy in Emerging Markets Branding Strategy in Emerging Markets - Beer Designing Mergers in the Telecommunications Market Testing Customer Preferences in Emerging Markets	
Work placement	Not applicable	

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