Subject card

<table>
<tr><td>Subject name and code</td><td colspan="6">International Management: Investment strategies in emerging markets, PG_00102456</td></tr>
<tr><td>Field of study</td><td colspan="6">International Business</td></tr>
<tr><td>Date of commencement of studies</td><td colspan="2">October 2023</td><td colspan="2">Academic year of realisation of subject</td><td colspan="2">2025/2026</td></tr>
<tr><td>Education level</td><td colspan="2">Bachelor’s studies</td><td colspan="2">Subject group</td><td colspan="2">Obligatory subject group in the field of study
Optional subject group</td></tr>
<tr><td>Mode of study</td><td colspan="2">full-time studies</td><td colspan="2">Mode of delivery</td><td colspan="2">at the university</td></tr>
<tr><td>Year of study</td><td colspan="2">3</td><td colspan="2">Language of instruction</td><td colspan="2">English
none</td></tr>
<tr><td>Semester of study</td><td colspan="2">6</td><td colspan="2">ECTS credits</td><td colspan="2">5.0</td></tr>
<tr><td>Learning profile</td><td colspan="2">academic</td><td colspan="2">Assessment form</td><td colspan="2">credit</td></tr>
<tr><td>Conducting unit</td><td colspan="6">Department of Macroeconomics -> Faculty of Economics -> Rector</td></tr>
<tr><td rowspan="2">Name and surname of lecturer (lecturers)</td><td colspan="2">Subject supervisor</td><td colspan="4">dr hab. Przemysław Kulawczuk</td></tr>
<tr><td colspan="2">Teachers</td><td colspan="4"></td></tr>
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<tr><td rowspan="3">Lesson types</td><td>Lesson type</td><td>Lecture</td><td>Tutorial</td><td>Laboratory</td><td>Project</td><td>Seminar</td><td>SUM</td></tr>
<tr><td>Number of study hours</td><td>30.0</td><td>0.0</td><td>0.0</td><td>0.0</td><td>0.0</td><td>30</td></tr>
<tr><td colspan="7">E-learning hours included: 0.0</td></tr>
<tr><td rowspan="2">Learning activity and number of study hours</td><td>Learning activity</td><td colspan="2">Participation in didactic classes included in study plan</td><td colspan="2">Participation in consultation hours</td><td>Self-study</td><td>SUM</td></tr>
<tr><td>Number of study hours</td><td colspan="2">30</td><td colspan="2">0.0</td><td>0.0</td><td>30</td></tr>
<tr><td>Subject objectives</td><td colspan="7">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.</td></tr>
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Learning outcomes	Course outcome	Subject outcome	Method of verification
	[IBL3_U03] is able to perform tasks in uncertain conditions, solve complex issues of international business by appropriate selection information sources, conducting critical analysis and synthesis on the collected information and data	is able to perform tasks in conditions of uncertainty, solve complex problems of international business, in the field of Foreign Direct Investment	[SU2] presentation/project/paper/report
	[IBL3_U08] has language skills in the field of international business, economics and finance, in accordance with the requirements of Level B2 of the Common European Framework of Reference for Languages	has language skills in the field of international business, economics and finance, in line with the requirements of the B2 level, which is crucial when preparing a project and delivering a presentation	[SU2] presentation/project/paper/report
	[IBL3_U09] is able to work individually and within teams, also of interdisciplinary character; can plan and organize own tasks and the works of teams	knows and understands the relationships and regularities between international business stakeholders, including business entities and public institutions in the area of Foreign Direct Investments	[SU2] presentation/project/paper/report
	[IBL3_W02] knows and understands fundamental concepts and terminology of international business, international economic and financial relations and complementary disciplines	knows and understands the basic concepts and terminology in the field of international business in the area of Foreign Direct Investment	[SW5] implementation of a problem task
	[IBL3_K01] is ready to recognise the importance of knowledge in the field of international business in identifying and solving business theoretical and practical issues; is ready to consult with experts in case of facing difficulties in solving business issues individually	is willing to recognize the importance of international business knowledge in identifying and solving theoretical and practical business problems; particularly when entering emerging markets	[SK5] implementation of a problem task
	[IBL3_W05] knows and understands basic principles of establishing and developing various forms of entrepreneurship	knows and understands the basic principles of establishing and developing various forms of entrepreneurship and uses this when designing various forms of entering emerging markets	[SW2] presentation/project/paper/report
	[IBL3_U05] can identify and evaluate selected risks related to international business	is able to identify and assess selected risks related to international business in the area of foreign investments	[SU2] presentation/project/paper/report
	[IBL3_U04] can use basic regulations and standards which determine business activity	is able to apply basic regulations and standards that determine business activity in order to effectively make a foreign investment	[SU5] implementation of a problem task
	[IBL3_W06] knows and understands the relations and regularities between international business stakeholders i.a. business entities, public institutions, organisations; functioning in the national, international and intercultural realms	knows and understands the relationships and regularities between international business stakeholders, including business entities and public institutions in the area of Foreign Direct Investments	[SW2] presentation/project/paper/report
	[IBL3_K03] is ready to take part in co-organizing activities for social environment and fulfil social obligations of international business stakeholders	is ready to participate in co-organizing activities for the social environment and fulfilling the social obligations of international business stakeholders in the area of foreign investments	[SK5] 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		
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 in 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	

Assessment methods and criteria:

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

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