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">Logistics and Mobility</td></tr>
<tr><td>Date of commencement of studies</td><td colspan="2">October 2024</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">Master's studies</td><td colspan="2">Subject group</td><td colspan="2"></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">2</td><td colspan="2">Language of instruction</td><td colspan="2">English
none</td></tr>
<tr><td>Semester of study</td><td colspan="2">4</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>
<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>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>0.0</td><td>0.0</td><td>30</td></tr>
<tr><td>Subject objectives</td><td colspan="7">The aim of the subject 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
	[LMMU2_W08] has an in-depth knowledge of main and logistics 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 basic and logistic processes taking place in enterprises and economic organizations in the area of Foreign Direct Investment	[SW2] presentation/project/paper/report
	[LMMU2_U11] has language skills in the field of logistics and mobility, 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 logistics and mobility and Foreign Direct Investment, in line with the requirements specified for level B2+, which is necessary to prepare a project and deliver a presentation	[SU2] presentation/project/paper/report
	[LMMU2_K06] is ready to observe and develop in his/her professional life principles of business ethics and corporate social responsibility, respect others, be loyal to their employer, taking into account changing social needs.	is ready to observe and develop the principles of business ethics and corporate social responsibility in his/her professional life, especially on foreign markets	[SK2] presentation/project/paper/report
	[LMMU2_K05] correctly identifies, diagnoses and solves dilemmas and alternative solutions related to the profession	correctly identifies, diagnoses and resolves dilemmas and various variants of solutions related to the implementation of foreign investments	[SK5] implementation of a problem task
	[LMMU2_W02] has an in-depth knowledge of various types of economic entities and organisations, which require logistics support or provide logistics services as well as an extended knowledge of public institutions	can be in-depth on the topic as a type of entity responsible and organization in Foreign Direct Investment	[SW5] implementation of a problem task
	[LMMU2_U10] has an advanced ability to prepare specialist oral presentations on logistics and mobility 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 in-depth skills in preparing specialized oral presentations on emerging market entry strategies, including logistics and mobility	[SU2] presentation/project/paper/report
	[LMMU2_W07] has an in-depth knowledge of economic and financial principles governing the functioning and management of economic entities and organisations, which require logistics support or provide logistics services, as well as of systems of legal, organisational, professional, moral and ethical norms and rules organising public structures and institutions, both in the national and international spheres	has in-depth knowledge of the economic and financial principles of operation and management of foreign enterprises	[SW5] implementation of a problem task
	[LMMU2_U05] uses (legal, professional, ethical) normative systems and can effectively solve complex economic and social problems in logistics and mobility using them	uses normative systems (legal, professional, ethical) and is able to use them to effectively solve complex investment problems in emerging markets	[SU2] presentation/project/paper/report
	[LMMU2_K03] inspires and organises preparation of projects in the field of logistics and mobility, following the idea of sustainable development, reconciling legal, economic, ecological, political and social requirements	inspires and organizes the preparation of projects in the field of Foreign Direct Investment, including logistics, in accordance with the idea of sustainable development	[SK2] presentation/project/paper/report

	<table><tr><th>Course outcome</th><th>Subject outcome</th><th>Method of verification</th></tr><tr><td>[LMMU2_U06] can practically apply various forms and range of acquired knowledge in logistics and mobility, supplementing it with an independent critical analysis of its efficiency and usefulness</td><td>has the ability to use in practice various forms and scope of acquired knowledge in the field of logistics and mobility in the area of Foreign Direct Investment</td><td>[SU5] implementation of a problem task</td></tr><tr><td>[LMMU2_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</td><td>is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking in the area of entry strategies for emerging markets</td><td>[SK2] presentation/project/paper/ report</td></tr><tr><td>[LMMU2_W10] knows the terms and principles of protection of industrial property and copyright, and understands the necessity of management of intellectual property resources</td><td>knows the concepts and principles of industrial property protection and copyright and understands the need to manage intellectual property resources in the area of Foreign Direct Investment</td><td>[SW2] presentation/project/paper/ report</td></tr><tr><td>[LMMU2_U07] can independently propose solutions to complex logistics and mobility problems, select methods of analysis and conduct conclusive procedures in this respect</td><td>is able to independently propose solutions to complex problems in the field of logistics and mobility, in the area of Foreign Direct Investment</td><td>[SU2] presentation/project/paper/ report</td></tr></table>
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	<table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td>50% assessment of activity during classes, 50% assessment of quality and innovation of the project presentation</td><td>51.0%</td><td>100.0%</td></tr></table>
Recommended reading	<table><tr><td>Basic literature</td><td>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</td></tr><tr><td>Supplementary literature</td><td>Electronic publications delivered by the lecturer Case studies of market entries on emerging markets</td></tr><tr><td>eResources addresses</td><td></td></tr></table>
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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