University of Gdańsk

Subject card

Subject name and code	International Management: Investment strategies in emerging markets, PG_00035729					
Field of study	International Business					
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026	
Education level	Master's studies		Subject group			
Mode of study	full-time studies		Mode of delivery		at the university	
Year of study	2		Language of instruction		English none	
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 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.					

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[IBMU2_K04] is ready to inspire and organise projects for the benefit of the environment and the international business community, in accordance with the idea of sustainable development	is ready to inspire and organize projects to enter emerging markets in line with the idea of sustainable development	[SK5] implementation of a problem task
	[IBMU2_K03] 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 in the area of foreign investment in emerging markets	[SK2] presentation/project/paper/ report
	[IBMU2_K06] 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	is ready to observe and develop the principles of professional ethics and corporate social responsibility, especially in emerging markets	[SK5] implementation of a problem task
	[IBMU2_W09] knows and understands legal and cultural conditions related to international business,	zna i rozumie uwarunkowania prawne i kulturowe związane z biznesem międzynarodowym i potrafi je wykorzystać w pracy projektowej nad strategiami wejścia na rynki wschodzące	[SW2] presentation/project/paper/ report
	[IBMU2_K05] is ready independently identify, diagnose and resolve dilemmas and alternative solutions related to international business	is ready to independently identify, diagnose and solve dilemmas related to emerging market entry strategies	[SK2] presentation/project/paper/ report
	[IBMU2_U03] can accurately select and use sources of information on international business, evaluate, critically analyse and creatively interpret them, and can present them in an innovative way	is able to accurately select and use sources of information about international business, especially in the area of entering foreign markets	[SU5] implementation of a problem task
	[IBMU2_U08] can manage teamwork, cooperate and work in a team, in particular an international one, taking a leading role in it	is able to manage teamwork, cooperate and work in a team, especially an international one, playing a leading role in it, when working on a team project	[SU5] implementation of a problem task
	[IBMU2_U06] has language skills in the field of business which comply with the requirements of level B2+ of the Common European Framework of Reference for Languages	has business language skills that meet the requirements of the B2+ level, which is necessary to prepare a project and deliver a presentation on a selected emerging market	[SU2] presentation/project/paper/ report
	[IBMU2_W10] knows and understands the key issues and theoretical aspects of managing a business entity on the international market and selected detailed issues of the international business	knows and understands the key issues and theoretical aspects of managing a business entity on the international market, in particular in the field of Foreign Direct Investments	[SW5] implementation of a problem task
	[IBMU2_U05] can communicate in an international and culturally diverse environment, using advanced terminology of international business	is able to communicate in an international and culturally diverse environment, using advanced terminology in the field of international business, especially in the area of Foreign Direct Investment	[SU2] presentation/project/paper/ report
	[IBMU2_U07] can prepare oral presentations on economic and social issues, using specialist theoretical approaches with diverse audiences, can prepare and lead a debate	is able to prepare oral presentations on topics related to emerging market entry strategies	[SU5] implementation of a problem task
	[IBMU2_W08] knows selected areas of the functioning of a modern enterprise in the international environment; understands the conditions, principles and consequences of decisions taken in modern enterprise's structures dealing on the international market	knows selected areas of functioning of a modern enterprise in an international environment; in particular in the area of Foreign Direct Investments	[SW5] implementation of a problem task

Subject contents	1. Foreign Direct Investment: Basic Concepts 2. Emerging Markets: 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