

Course title	International Management: Investment strategies in emerging markets						ECTS code	4.0.2404				
							ECTS credits	5				
							max. students	35				
Name of unit administrating study	KMakr	Field of study	Economics/MSG**			Field of specialisation	NONE;					
Teaching staff	Przemysław Kulawczuk, Associate Professor											
Number of hours												
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności						Year&Type of studies*	2 SS2, 1 SS2,					
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	4, 2,					
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	optional					
Total number of hours:						0	Language of instruction:	English				
Teaching form	in-class learning											
Teaching methods	Activating methods in training classes, Collaborating, group activities, Lectures including multimodal presentations,											
Prerequisites (required courses and introductory requirements)												
Required courses	Basic knowledge on market entry strategies. Basic knowledge on foreign direct investment. Good teamwork spirit and cooperation attitude. Also some presentation skills (PP).											
Introductory requirements	2-3 years of studies in management or economics (international relations also welcome)											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	The quality of proposed business solutions 40% The innovation level of creative proposals 40% Engagement in group activities and team spirit 20%											
Course 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												
Knowledge	MSG2_W12	The student gains the enlarged knowledge on functioning of enterprises on the international markets, especially on emerging markets.										
	E2_W11	The student gains knowledge in starting up new ventures on emerging markets, including business models and forms of business start ups.										
Verification of learning outcomes - Knowledge												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	
MSG2_W12							X					
E2_W11							X					
Skills	MSG2_U05	The student gains skills in using knowledge in decision making, especially in international business environment on emerging markets.										
	E2_U07	The student gains the ability to design reasonable business propositions to solve problems or to exploit business opportunities in international business environment on emerging markets.										
Verification of learning outcomes - Skills												

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG2_U05							X	X	X		
E2_U07							X	X	X		
Attitudes	MSG2_K03	The student is able to work in team, accepts different roles in the group, build organizational skills of cooperation that allow for successful decision making.									
	E2_K03	The student can set up priorities and plan project tasks as well as monitor and correct the project progress.									

**Verification of learning outcomes - Attitudes**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG2_K03								X	X		
E2_K03								X	X		

**Course 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.

**Recommended reading lists**
**A. Fundamental (basic) literature**

1. Dirk Morschett, Hanna Schramm-Klein, Joachim Zentes, *Strategic International Management, Text and Cases*, 3rd Edition, Springer, 2015
2. Meyer K.E., Estrin S. ed, *Acquisition Strategies in European Emerging Markets*, Palgrave Macmillan, Houndmills UK, New York, USA, 2007.
3. Electronic publications delivered by the lecturer.

**B. Supplemental literature**

1. Estrin S., Meyer K.E. ed., *Investment Strategies in Emerging Markets*, Edward Elgar, Cheltenham, UK; Northampton, MA, USA, 2004.

**Contact**
[przemyslaw.kulawczuk@ug.edu.pl](mailto:przemyslaw.kulawczuk@ug.edu.pl); [pk1@post.pl](mailto:pk1@post.pl),

\* SS1- undergraduate studies \* SS2 - graduate studies \* SDang - doctoral studies

\*\* MSG - International Economic Relations