

COURSE DESCRIPTION CARD

NOTE: If the course includes lectures and classes, the Course Description Card applies to both types of instruction.

1. Course title: Korporacje z rynków wschodzących in Polish / in English Emerging Market Multinationals	2. Course code: Number of ECTS credits: 3,0 Course completion mode: C Course commenced 2020/2021 Year																														
3. Major: E-commerce																															
4. Department of major coordinator: Department of Market and Consumption																															
5. Name of course instructor: Lecture Joanna Kos-Łabędowicz Classes... Lab classes ... Examiner Lecture Joanna Kos-Łabędowicz																															
6. Department of course instructor: Department of International Economic Relations																															
7. Number of contact hours with students: <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <thead> <tr> <th style="width: 35%;">Type of instruction</th> <th style="width: 30%;">Full-time study</th> <th style="width: 35%;">Part-time study</th> </tr> </thead> <tbody> <tr><td>lectures</td><td style="text-align: center;">15</td><td style="text-align: center;">-</td></tr> <tr><td>classes</td><td style="text-align: center;">-</td><td style="text-align: center;">-</td></tr> <tr><td>foreign language classes</td><td style="text-align: center;">-</td><td style="text-align: center;">-</td></tr> <tr><td>lab classes</td><td style="text-align: center;">-</td><td style="text-align: center;">-</td></tr> <tr><td>seminars</td><td style="text-align: center;">-</td><td style="text-align: center;">-</td></tr> <tr><td>e-learning</td><td style="text-align: center;">-</td><td style="text-align: center;">-</td></tr> <tr><td>other</td><td style="text-align: center;">-</td><td style="text-align: center;">-</td></tr> <tr><td>Total hours</td><td style="text-align: center;">15</td><td style="text-align: center;">-</td></tr> <tr><td>examination (hours)</td><td style="text-align: center;">-</td><td style="text-align: center;">-</td></tr> </tbody> </table>		Type of instruction	Full-time study	Part-time study	lectures	15	-	classes	-	-	foreign language classes	-	-	lab classes	-	-	seminars	-	-	e-learning	-	-	other	-	-	Total hours	15	-	examination (hours)	-	-
Type of instruction	Full-time study	Part-time study																													
lectures	15	-																													
classes	-	-																													
foreign language classes	-	-																													
lab classes	-	-																													
seminars	-	-																													
e-learning	-	-																													
other	-	-																													
Total hours	15	-																													
examination (hours)	-	-																													
8. Course timeframe - no. of semesters: 1 Course commencement / Year 2020/2019 Course commencement / Semester 3																															
9. Level of tertiary education: Master	10. Course status <input type="checkbox"/> Compulsory for the major... <input type="checkbox"/> Compulsory for the specialization ... <input checked="" type="checkbox"/> Elective ...																														
11. Course prerequisites Compulsory: Recommended:																															

12. Course objectives:

To provide knowledge and understanding in the field of doing business in emerging markets. Including presentation and review of emerging market features, specifics and strategies used by enterprises on examples of multinational enterprises originating from emerging markets.

13. Teaching and learning methods:**A. Direct student-instructor contact:**

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Interactive lectures with use of the multimedia techniques	Multimedia techniques are used to present an examples illustrating the analysed problems (charts, tables, fragments of source materials)	10	0
2.	Interactive lectures	Discussions, case studies, solving cases in teams.	5	0
Total			AS: 15	AN:0

B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Cause and effect study with the use of literature	Analysis of the literature concerning entities operating in emerging markets.	30	0
2.	Analysis of lecture materials	Analysis of materials delivered by teacher	20	0
3.	Independent work using a computer	Browsing corporate websites	10	0
Total			BS:60	BN:0

Total AS+BS = 75

Examination (E) = 0

Total AS+BS+E= 75

Total AN+BN = 0

Examination (E) = 0

Total AN+BN+E = 0

14. Key words: international business, multinational enterprise, emerging markets**15. Course content:**

Description of the common characteristic of the emerging markets that should be considered by enterprises willing to enter those markets. Most common issues and possible strategies will be discussed on the examples of particular markets and companies. Following topics will be included:

1. Characteristics of emerging markets.
2. Risks and opportunities arising from emerging markets.
3. Strategies for emerging markets.
4. Overview of specific emerging markets.
5. Overview of case studies of enterprises from emerging markets.

16. Course learning outcomes as related to the learning outcomes of the major and methods for assessing student attainment

Intended learning outcomes of the major / Symbols	Intended learning outcomes of the course	Methods for assessing student learning outcomes	Documentation
<u>Knowledge</u>			
ECe2_W07#	1. The student has expanded knowledge about the conduct of business ventures by international corporations from emerging markets, including e-commerce projects.	Written exam without the possibility of using textbooks.	Test samples.
<u>Skills</u>			
ECe2_U06#	1. Student is prepared to participate in discussions regarding selected aspects of the enterprise (including from e-commerce sector) functioning in emerging markets with the use of various sources in English.	Analysis and discussion of case studies	Teacher's notes
<u>Social competences</u>			
ECe2_K01#	1. Student is systematically self-assessing his own competences in the field of operation of enterprises in emerging markets and improves them when necessary.	Analysis and discussion of case studies	Teacher's notes

17. Method for determining the final course grade:

No.	Methods for awarding credits and course completion requirements	Description	Percentage of the final course grade*
1.	Written exam without the possibility of using	Open and test questions without the possibility of using textbooks	80%
2.	Case study analysis	Analysis and discussion of case studies	20%

* If students are required to obtain both a class grade and an exam grade, the class grade constitutes at least 30% of the final course grade.

18. Reading list

Mandatory readings:

1. Carpenter M.A., Dunung S.P.: : Challenges and Opportunities in International Business. Book is licensed under a Creative Commons by-nc-sa 3.0, 2012, <http://2012books.lardbucket.org/pdfs/challenges-and-opportunities-ininternational-business.pdf>

2.

Suggested readings:

1. Hamilton Leslie, Webster Philip: The International Business Environment. Wyd. Oxford University Press, 2015.
2. Khanna T., Palepu K. G.: Winning in emerging markets: a road map for strategy and execution. Wyd. HBS Press, 2010.

19. Language of instruction:

English

20. Course instructors' recommendations:

Multimodal projector