

COURSE DESCRIPTION CARD

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

1. Course title:

Market Entry Strategies

2. Course code:

Number of ECTS credits: **4**

Course completion mode: **Z**

Course commenced / Year **3**

3. Major: International Business

4. Department of major coordinator: Department of Consumption Research

5. Name of course instructor:

Classes: Prof. Maja Szymura-Tyc, Ph.D.

Examiner: Prof. Maja Szymura-Tyc, Ph.D.

6. Department of course instructor: Department of International Management

7. Number of contact hours with students:

Type of instruction	Full-time study	Part-time study
lectures		
classes	42	
foreign language classes		
lab classes		
seminars		
e-learning		
other		
Total hours	42	
examination (hours)	-	

8. Course timeframe - no. of semesters: 1

Course commencement / Year: 3

Course commencement / Semester: winter

9. Level of tertiary education: Bachelor

10. Course status

Elective for: International Business

11. Course prerequisites

Compulsory: -

Recommended: International Marketing, International Entrepreneurship

12. Course objectives: development of knowledge on market entry strategies, factors influencing formulation of market entry strategy – choice of market, expansion strategy and market entry mode.

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 lecture with Power Point presentations	Presentation of theoretical foundations and basic concepts related to market entry strategies	36	-
2.	Discussion on Project Presentations	Discussion on market entry strategies of selected firms	4	-
2.	Discussion on case studies	Presentation of given cases studies on market entry strategies	2	-
Total			AS:42	AN:

B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Literature and lecture notes study	Studying handbooks, readings and lecture notes - individual work	50	-
2.	Project on international alliances, mergers and acquisitions	Analysis of market entry strategies of selected firms – team work	25	-
3.	Case studies	Presentation of a given case study - team work	8	-
Total			BS: 83	BN: -

Total AS+BS = 125

Total AN+BN =

Examination (E) = -

Examination (E) =

Total AS+BS+E= 125

Total AN+BN+E =

14. Key words: market entry strategy, market expansion strategy, market entry modes

15. Course content:

- Market Entry Strategies in internationalisation theories
- Factors influencing Market Entry Strategies
 - External factors
 - Internal factors
- International market selection process
 - Market expansion strategies
- Market Entry Modes
 - Exporting Entry Modes
 - Contractual Entry Modes
 - Investment Entry Modes
 - International sourcing decisions

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>			
IB1_K03# IB1_K05# IB1_K07#	1. Knowledge and understanding of the influence of international business environment on market entry strategies of firms. 2. Knowledge and understanding of the influence	Written exam – open and test questions	Exam copies

	of internal factors on market entry strategy choice 3. Knowledge about specificity of different entry mode and their relative advantages and disadvantages for firms		
<u>Skills</u>			
IB1_S02#	1. Ability to analyse the conditions for market entry strategy of firms and their influence on firms performance 2. Ability to recommend proper strategic measures to enter a foreign market	Case study presentations MES project	Copies of case study presentations Copies of projects' presentations
<u>Social competences</u>			
IB1_C05#	1. Ability to recognize the complexity of MES decisions on firms performance and the necessity of professional expertise in establishing them	Class discussions and team work on case studies and projects	Assessment of class activity

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	Test and open questions -individual work	50%
2.	Project presentation	Presentations of a project including analysis of market entry strategy of a selected firm - team work	25%
3.	Case study	Presentation of a given case study - team work	10%
4.	Class activity	Participation in class discussion	15%

* 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. Welch L., Benito G., Petersen B. (2018), Foreign Operation Methods. Theory, Analysis, Strategy, 2nd ed., Edward Elgar Publishing
2. Hollensen S., Global Marketing, 7th edition, Pearson, 2017.

Suggested readings:

1. Benito G., Petersen B., Welch L. Towards more realistic conceptualisation of foreign operation modes [in:] International Business Strategy. Theory and Practice, Eds. P. Buckley, P. Ghauri, Rutledge 2015.
2. Szymura-Tyc M. (ed.): International Marketing in Europe, University of Economics in Katowice Publ., 2011.
3. Glowik, M.: Market Entry Strategies, Oldenburg Publishing House, Munich, 2009.

19. Language of instruction: English

20. Course instructors' recommendations: -