

COURSE DESCRIPTION CARD

1. Course title:

**International Business Strategies
for CEE markets**

2. Course code:

Number of ECTS credits: 4

Course completion mode: Z

Course commenced / Year: 2019/2020

3. Major: International Business

4. Department of major coordinator: Department of Consumption Research

5. Name of course instructor:

Lecture: Monika Sulimowska-Formowicz, Ph.D.

Examiner: Monika Sulimowska-Formowicz, 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	28	
classes		
foreign language classes		
lab classes		
seminars		
e-learning		
other		
Total hours	28	0
examination (hours)	0	

8. Course timeframe - no. of semesters: 1

Course commencement / Year: 2019/2020

Course commencement / Semester: summer

9. Level of tertiary education: Bachelor

10. Course status

Elective

11. Course prerequisites -

12. Course objectives:

The main objective of this course is to provide students with knowledge and analytical competences required for strategic decisions on the choice of adequate, workable business strategy on CEE markets. The course shall help student understand CEE markets' specificities and develop capabilities of CEE markets analysis, comparative analysis and choice of strategic options.

13. Teaching and learning methods:

A. Direct student-instructor contact:

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Lectures	Lectures are provided in an interactive way with elements of discussion over focal topics.	14	-
2.	Class discussion – brain storming	Discussion over business strategies adequate in CEE countries context	7	-
3.	Case studies	Case studies describing strategies of SMEs and MNCs operating in CEE countries	7	
Total			AS: 28	AN:0

B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Presentation preparation	Students working in teams prepare a presentation of a case study	30	-
2.	Group work over case study	Students working in teams analyse and develop a case study of a company operating in CEE market..	22	-
3.	Own notes analysis	preparation to the test	20	-
...				
Total			BS: 72	BN:0

Total AS+BS = 100
 Examination (E) = 0
 Total AS+BS+E= 100

Total AN+BN = 0
 Examination (E) = 0
 Total AN+BN+E = 0

14. Key words: growth strategy, international strategies

15. Course content:

1. CEE countries markets – business environment analysis.
2. CEE countries attractiveness assessment.
3. Business strategies adequate for operations on CEE markets –growth strategies, entry strategies, competitive strategies, selected functional strategies.
4. Case studies of strategies realized by MNCs and SMEs on CEE 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>			
IB1_K05# IB1_K07#	1. Student understands environmental conditions of conducting business on CEE countries markets. 2. Student knows the general principles of operation on CEE markets.	Written test	List of exam questions

<u>Skills</u>			
IB1_S02# IB1_S04# IB1_S11#	1. Student is able to analyze and evaluate business environment in CEE countries. 2. Student is able to use the knowledge on business strategies of different levels to propose strategic solution for a company. 3. Student is able to gather knowledge from different sources and present the results of own work.	Group work over a case study	Group work report
<u>Social competences</u>			
IB1_C05#	Student has competences to work in a group, including the intercultural one. Student has capabilities for work over a project (analysis and development of a case study) and for presentation of work outcomes	Group work over a case study Case study presentation	Group work report Presentation handouts
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.	Group work – case study and presentation	The task is to develop and present a case study describing the attractiveness of chosen CEE market and suggesting appropriate strategies to operate on it.	60
2.	Individual work - test	Open questions plus closed questions test concerning focal topics	40
* 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.			
<p style="text-align: center;">Reading list</p> <p style="text-align: center;">Mandatory readings:</p> <ol style="list-style-type: none"> 1. M. Szymura Tyc: International Marketing and Business in the CEE Markets. Wyd. UE Katowice, Katowice , 2009. 2. Ch. W. Hill: Global Business, Competing in the Global Marketplace. Wyd. McGraw Hill, Irwin 2011. 3. V.H. Kirpalani, L. Garbarski, E. Kaynak: Successfully doing business/ marketing in Eastern Europe. Wyd. Routledge, New York, 2011. <p style="text-align: center;">Suggested readings:</p> <ol style="list-style-type: none"> 1. A. Nizielska: Central European Market Attractiveness for Polish SMEs Engaged in the Process of Internationalization., Wyd. AUMEC, 2009. 			
19. Language of instruction: English			
20. Course instructors' recommendations: ---			