COURSE DESCRIPTION CARD

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

1. Course title: Doing Business in Emerging Markets
in Polish / in English Przedsiębiorstwo na wschodzących rynkach

2. Course code: WEB06
Number of ECTS credits: 3
Course completion mode: Z
Course commenced / Year 2019/2020

3. Major: Erasmus Bachelor

4. Department of major coordinator:

5. Name of course instructor: Lecture dr Joanna Kos-Łabędowicz
Classes –
Lab classes –
Examiner dr Joanna Kos-Łabędowicz

6. Department of course instructor: International Economic Relations

7. Number of contact hours with students:

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 2019/20

Course commencement / Semester

9. Level of tertiary education: Bachelor

10. Course status
☐ Compulsory for the major…
☐ Compulsory for the specialization …
■ Elective …

11. Course prerequisites
Compulsory:
Recommended: International Economics

12. Course objectives:

To provide knowledge and understanding in the field of doing business in emerging markets. It gives an overview on the characteristics of the emerging markets as well as points to the unique risks and opportunities present on those 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	Theoretical aspects of nature of emerging markets and some aspects of doing business in emerging markets	12	-
2.	Case studies	Case studies of enterprises and their strategies in emerging markets	3	-
Total			AS: 15	AN:

B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Literature studies	Analysis of source materials: books, articles	25	-
2.	Analysis of lecture materials	Analysis of materials delivered by teacher	25	-
3.	Analysis of companies from and doing business in emerging markets	Analysis of strategies applied by companies	10	-
…				-
Total			BS: 60	BN: 0

Total AS+BS = 75
Examination (E) =
Total AS+BS+E= 75

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

14. Key words: emerging markets, enterprise, international business

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.
6. Overview of case studies of enterprises doing business in 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
	Knowledge		
MSG1_03# MSG1_04#	1. Student possesses knowledge on and understanding of conducting business in the emerging markets 2. Student possesses knowledge on strategies of companies in the emerging markets.	Test: Open questions and multiple choice questions	Test samples
	Skills		
MSG1_U06# MSG2_u07#	1. Student is able to communicate and work in team on topics concerning emerging markets. 2. Student is prepared to deepen and broaden his/her knowledge on the enterprises doing business in emerging markets independently.	Team work, case studies Discussion	Case samples Teacher's notes
	Social competences		
MSG1_K01#	1. The student is able to apply his knowledge to analyse and interpret processes occurring in emerging markets, assess the value of this knowledge and identify a gap, as well as assess the information obtained for this purpose.	Discussion	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.	Final test	Open questions and multiply choice questions	70%
2.	Case studies and discussion	Discussion and case studies	30%

* 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-in-international-business.pdf

Suggested readings:

1. Hamilton L., Webster P., *The International Business Environment* , OUP Oxford, 2015.
2. Khanna, T., Palepu, K., *Winning in Emerging Markets: A Road Map for Strategy and Execution*, Harvard Business Review Press, 2010

19. Language of instruction: English

20. Course instructors' recommendations: