



MARKET ENTRY STRATEGIES

Syllabus

Basic information

Field of study International Business		Didactic cycle 2024/25	
Speciality -		Subject code EKOIBNS.L10.0523.24	
Organizational unit School of Undergraduate and Graduate Studies		Lecture languages English	
Study level undergraduate studies		Mandatory Elective	
Study form full-time		Block Free choice electives	
Education profile general academic		Department responsible for the subject Department of International Management	
		Subject related to scientific research No	
		Subject shaping practical skills No	
Coordinator	Maja Szymura-Tyc		
Teacher	Maja Szymura-Tyc, Paulina Żmijowska		
Period Semester 5	Form of teaching, number of hours and method of examination • lecture: 28, Credit with grade	Number of ECTS points 4	
Sustainable Development Goals	green / green energy / green deal; available energy; responsible production; work conditions; natural resources; greenhouse gases (GHGs) emissions; business ethics; local/regional government		

Goals

Code	Goal
C1	Development of knowledge about entry strategies into foreign markets, factors influencing the formulation of foreign market entry strategies: market selection, expansion strategies and entry forms.

Recommended requirements

Subject's learning outcomes

Code	Outcomes in terms of	Major learning outcomes for the subject	Examination methods
Knowledge:			
W1	Student knows and understands at a basic level national and international socio-economic processes, is able to independently draw conclusions based on the collected data.	IBN.L_W03	Final test (written) - test, End-of-course assessment - group project, End-of-course assessment - case study solved in a group, Participation in class discussion
W2	Student knows and understands the relationships between economic entities such as enterprises, social entities, non-commercial organizations, considered in an international and multicultural context. Has advanced knowledge of norms and principles (legal, organizational, financial, professional, negotiation, moral and ethical) determining structures, management strategies and the functioning of social institutions embedded in the international context.	IBN.L_W05	Final test (written) - test, End-of-course assessment - group project, End-of-course assessment - case study solved in a group, Participation in class discussion
W3	Student knows and understands the basic principles, conditions and forms of conducting business activity, especially international activity, based on knowledge from the theory of social sciences, organizational sciences and management embedded in an international context.	IBN.L_W07	Final test (written) - test, End-of-course assessment - group project, End-of-course assessment - case study solved in a group, Participation in class discussion
Skills:			
U1	Student is able to apply the acquired theoretical knowledge in the area of international management and related academic disciplines to analyze and assess the situation of entities operating on domestic and international markets. Is able to create business strategies, formulate strategic recommendations and management implications and communicate them to the environment in the form of oral and written statements as well as during debates and discussions.	IBN.L_U02	End-of-course assessment - group project, End-of-course assessment - case study solved in a group, Participation in class discussion
Social competences:			

Code	Outcomes in terms of	Major learning outcomes for the subject	Examination methods
K1	Student is ready to think and act in an entrepreneurial way. Recognizes and takes into account the consequences of decisions made and actions taken by employees of various types of organizations, in various cultural conditions. Is ready for social interactions, has the ability to adapt to a work group, and takes on various team roles.	IBN.L_K05	End-of-course assessment - group project, End-of-course assessment - case study solved in a group, Participation in class discussion

Study content

No.	Course content	Subject's learning outcomes	Activities
1.	Market entry strategies in internationalization theories.	W3	lecture
2.	Factors influencing foreign market entry strategies.	W2, W3	lecture
3.	International market selection process.	W1, W2, U1, K1	lecture
4.	Market expansion strategies.	W2, W3, U1, K1	lecture
5.	Modes of foreign markets entry: <ul style="list-style-type: none"> • export modes, • contractual modes, • equity modes, • modes based on external orders. 	W1, W2, W3, U1, K1	lecture

Additional information

Activities	Methods of conducting classes
lecture	Lecture using multimedia techniques, Solving a case study/real problem of an organization, Discussion

Activities	Examination method	Percentage
lecture	Final test (written) - test	50%
lecture	End-of-course assessment - group project	25%
lecture	Participation in class discussion	15%
lecture	End-of-course assessment - case study solved in a group	10%

Activities	Credit conditions
lecture	<ul style="list-style-type: none"> • Final test: written exam without the possibility of using textbooks • End-of-course assessment - group project: project presentation, including analysis of the selected company's foreign market entry strategy - team work • Participation in class discussions during lectures - individual work • End-of-course assessment - case study solved in a group: development and presentation of a case study - team work

Literature

Obligatory

1. Welch, L., Benito, G., & Petersen, B. (2018). Foreign Operation Methods. Theory, Analysis, Strategy. (2nd ed.). Edward Elgar Publishing.
2. Hollensen, S. (2017). Global Marketing. A decision-oriented approach. (7th ed.). Pearson.
3. Glowik, M. (2009). Market Entry Strategies. Oldenbourg Wissenschaftsverlag.

Optional

1. Benito, G., Petersen, B., & Welch, L. (2015). Towards more realistic conceptualisation of foreign operation modes. In P. Buckley & P. Ghauri (Eds.), International Business Strategy. Theory and Practice. Rutledge.
2. Szymura-Tyc, M. (Ed.). (2011). International Marketing in Europe. University of Economics in Katowice Publ.

Calculation of ECTS points

Activity form	Activity hours*
lecture	28
Analysis of lecture notes	50
Preparation of the end-of-course assessment - group project	25
Preparation of the end-of-course assessment - case study solved in a group	8
Student workload	Hours 111
Number of ECTS points	ECTS 4

* hour means 45 minutes

Major learning outcomes for the subject

Code	Content
IBN.L_K05	Is ready to think and act in an entrepreneurial way. Recognizes and takes into account the consequences of decisions and actions taken by employees of various types of organizations, in various cultural conditions. Is ready for social interaction, has the ability to adapt to a workgroup, takes on various team roles.
IBN.L_U02	Is able to analyze and interpret systems of norms and rules (legal, professional, organizational, negotiating and ethical) adequate to culturally, socially, economically and legally conditioned decision-making situations in international business. Is able to explain and use management concepts in the course of discussions on emerging problems of international management. Can propose and discuss solutions to management problems in international business.
IBN.L_W03	Knows and understands national and international socio-economic processes to a basic degree, is able to independently draw conclusions based on the collected data.
IBN.L_W05	Knows and understands the relationships between economic entities such as enterprises, social entities, non-commercial organizations, considered in an international and multicultural context. Has advanced knowledge of the norms and principles (legal, organizational, financial, professional, negotiating, moral and ethical) determining the structures, management strategies and functioning of social institutions embedded in an international context.
IBN.L_W07	Knows and understands the basic principles, conditions and forms of conducting business activity, including international activity in particular, based on knowledge in the field of theory of social sciences, science of organization and management embedded in an international context.