

<b>Course title</b>		Business in the world markets						<b>ECTS code</b>		14.3.EM.KL.3193		
								<b>ECTS credits</b>		3		
<b>Name of unit administrating study</b>		IHZ		<b>Field of study</b>		MSG**		<b>Field of specialisation</b>		IB;		
<b>Teaching staff</b>		Tomasz Bieliński, Ph.D. ; Tomasz Michałowski, PhD										
<b>Number of hours</b>												
<b>Lectures</b>	0	<b>Classes</b>	0	<b>Tutorials</b>	30	<b>Laboratory</b>	0	<b>Seminars</b>	0	<b>Language classes</b>	0	
<b>Forma aktywności</b>							<b>Year&amp;Type of studies*</b>		2 SS1,			
<b>Hours with the participation of the academic teacher (including office hours, exams, others):</b>						30	<b>Semester:</b>		4,			
<b>Hours without the participation of the academic teacher (student's self-study, homeworks):</b>						45	<b>Type of course:</b>		obligatory			
<b>Total number of hours:</b>						75	<b>Language of instruction:</b>		English			
<b>Teaching form</b>		in-class learning										
<b>Teaching methods</b>		Collaborating, group activities, Didactic games, Discussion, questioning,										
<b>Prerequisites (required courses and introductory requirements)</b>												
<b>Required courses</b>		-										
<b>Introductory requirements</b>		A basic knowledge of macroeconomics and microeconomics										
<b>Assessment method, forms and criteria</b>												
<b>Assessment method</b>		Exam										
<b>Assessment criteria</b>		<p>The assessment of the workshops will be based on the valuation of each project made by teams of students. Teams will compete with each other to gain points and leadership in the class. The overall assessment will result from the sum of the points obtained.</p> <p>91%-100% 5 81%-90 % 4+ 71%-80% 4 61%-70% 3+ 51%-60% 3</p>										
<b>Course objectives</b>												
<p>The aim of this workshop is to teach students how to acquire knowledge about foreign markets, successfully invest and conduct business overseas. The main purpose of the course is to provide students with skills that will enable them to find important information useful in international business, and practical knowledge that can be used to create new enterprises or to internationalize the activities of already existing business entities.</p>												
<b>Learning outcomes</b>												
<b>Knowledge</b>		MSG1_W06		A student has basic and systematically ordered knowledge of operations of the enterprises in international environment. This knowledge includes among others:organizational and tax framework for expansion and business operations, socio-cultural determinants of establishing and shaping business relationships .								
		MSG1_W09		A student has a basic knowledge of rules and norms (legal, organizational, ethical) organizing economic structures and institutions (in particular those that operate on the international market) and the rules that govern them, as well as their sources, nature and changes.								
<b>Verification of learning outcomes - Knowledge</b>												
<b>Outcomes</b>		written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project

MSG1_W06									X		X
MSG1_W09											X
Skills	MSG1_U07	Is able to identify and analyze relations between economic entities and other institutions that are part of the international environment and has the ability to understand them.									
	MSG1_U11	Can identify selected types of risks associated with international operations of enterprises and determine their consequences correctly.									

**Verification of learning outcomes - Skills**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_U07											X
MSG1_U11									X		X

Attitudes	MSG1_K02	Is able to cooperate in a team, including accepting different team roles, has elementary organizational skills that allow to achieve goals related to designing and undertaking professional activities									
	MSG1_K05	Can effectively undertake and participate in the implementation of group project tasks regarding the functioning of modern business entities in the conditions of progressive internationalization of business and the development of integration processes.									

**Verification of learning outcomes - Attitudes**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_K02									X		X
MSG1_K05									X		X

**Course contents**

Workshops will be held in blocks related to world economies with the highest growth and expansion potential for companies and entrepreneurs (e.g. China, India, Brazil, USA, Russia, South Africa, Australia). In each block students will be creating projects and gaining knowledge about the key aspects of doing business in a featured economy. In every students team there will be members assigned, and responsible to conduct research about specific aspect of doing business in the given country i.e.:

A. Overall economic profile of a given country or region and analysis of the sectors or regions with the highest growth potential from the perspective of investors.

B. The organizational and tax framework for expansion and business operations in a given country.

C. Socio-cultural determinants of establishing and shaping business relationships, including conducting business talks and negotiating.

D. Possible state aid, organizations supporting expansion, associations of companies operating on it, important fairs and events.

For completion of each assignment students will be awarded with points that will allow them to compete with other teams and to pass the class.

Classes will be conducted in the following modules:

1. Asian markets - 10 hours in blocks related to:

- a) The People's Republic of China,
- b) India,
- c) South-East Asia,
- d) Middle East.



2. Growing African markets - 6 hours in blocks related to:

- a) South Africa,
- b) Nigeria.

3. America's Most Important Markets - 6 hours in blocks:

United States,  
Brazil.

4. Markets of Australia and New Zealand - 4 hours.

5. Russia and Central Asia - 4 hours.

Each project will be separately summarized and discussed during the class and assessed by the lecturer. The sum of points gained by each team will indicate their final grade.

#### Recommended reading lists

B. Tomalin, M. Nicks, *World's Business Cultures*, Thorogood Publishing Ltd. 2010,

S. Jones, *BRICs and Beyond : Lessons on Emerging Markets*, John Wiley & Sons, 2012,

*Doing Business Report*, The World Bank Group,

*The Global Competitiveness Report*, World Economic Forum,

R. Kumar, A. Sethi, *Doing Business in India, A Guide for Western Managers*, Macmillan 2005,

M. Chu, *Doing Business Successfully in China*, Elsevier Science 2011,

Q. Fan, J. Reis, J. Guilherme, *Investment Climate in Brazil, India, and South Africa: A Comparison of Approaches for Sustaining Economic Growth in Emerging Economies*, World Bank Publications 2007.

#### Contact

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\* SS1- undergraduate studies \* SS2 - graduate studies \* SDang - doctoral studies

\*\* MSG - International Economic Relations