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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **WSB University** | | | | | | | | | |
| **Field of study: Management** | | | | | | | | | |
| **Module / course: Analysis of foreign markets** | | | | | | | | | |
| **Educational profile: General** | | | | | | | | | |
| **Education cycle: II cycle studies** | | | | | | | | | |
| **Number of hours per semester** | | 1 | | | | | 2 | | |
| I | | | **II** | | III | | IV |
| **Full time studies**  **(L/C/lab/pr/e)** | |  | | | **16L** | |  | |  |
| **Part-time studies**  **(L/C/lab/pr/e)** | |  | | |  | |  | |  |
| **LECTURER** | | Łukasz Szewczyk PhD | | | | | | | |
| **FORM OF CLASSES** | | Lecture | | | | | | | |
| **COURSE OBJECTIVES** | | The aim of the course is to acquaint students with selected problems regarding the functioning of international markets, including their functions and the presentation of entities that function on them. Students will also be introduced with selected measures that can be used to analyze and evaluate these markets | | | | | | | |
| **Course objectives** | **References to course objectives:** | | | **Description of educational results** | | | | **Verification of educational results** | |
| **Major-related learning outcomes** | | **Area-related learning outcomes** | **Knowledge** | | | | | |
| AnIntMar\_K01 | Z2\_W02 | | S2A\_W02 | Explains the nature of foreign markets and is able to identify changes that occur on them | | | | Final test, tasks solved during the lecture | |
| AnIntMar\_K02 | Z2\_W20 | |  | Expands knowledge of the functioning of international markets | | | | Final test | |
|  |  | |  | **Abilities** | | | | | |
| AnIntMar\_A03 | Z2\_U02 | | S2A\_U02 S2A\_U03 | Can choose the appropriate methods and tools for description and analysis of problems connected with international market functioning | | | | Final test | |
| AnIntMar\_A04 | Z2\_U15 | | S2A\_U11 | Has language skills in accordance with the requirements for the B2 + level of the Common European Framework of References for Languages; uses specialized vocabulary in the field of management and related sciences | | | | Final test, tasks solved during the lecture | |
|  |  | |  | **Social competences:** | | | | | |
| AnIntMar\_S05 | Z2\_K01 | | S2A\_K01  S2A\_K06 | Understands the need to acquire and improve knowledge and professional skills on one’s own | | | | Final test | |
|  |  | |  |  | | | |  | |
| **Students’ workload (in didactic hours 1h did.=45 minutes)\*\*** | | | | | | | | | |
| **Full- time**  Participation in lectures = 16h  Participation in classes =  Preparation to classes =  Preparation to lectures = 10h  Preparation to an examination = 12h  Project tasks =  e-learning = 2h  Credit/examination =  others (indicate which) =  **TOTAL: 40h**  **ECTS points: 1,5**  **Including practical classes: 1,5** | | | | | | **Part-time**  Participation in lectures =  Participation in classes =  Preparation to classes =  Preparation to lectures =  Preparation to an examination =  Project tasks =  e-learning =  Credit/examination =  others (indicate which) =  **TOTAL:**  **ECTS points:**  **Including practical classes:** | | | |
| **PREREQUISITES** | | Knowledge of basic concepts, i.e. market, market economy, economic system, financial system | | | | | | | |
| **COURSE CONTENT**  **(Division to contact classes and e-learning)** | | **Contact classes:**  • The essence and characteristics of the market  • International business environment  • International financial system - characteristics and main functions  • The role of transnational corporations in the globalization of modern markets  • Trends on international markets  **E-learning:** not applicable | | | | | | | |
| **LITERATURE**  **(compulsory reading)** | | * Foundations of financial markets and institutions / Frank J. Fabozzi, Franco Modigliani, Frank J. Jones. - 4th ed., Pearson new intern. ed. - Harlow : Pearson, cop. 2014. * Introduction to finance : markets, investments, and financial management / Ronald W. Melicher, Edgar A. Norton. - 15th ed. - Hoboken : John Wiley & Sons, cop. 2014. * A. Ahi, G. Baronchelli, O. Kuivalainen, M. Piantoni, International Market Entry: How Do Small and Medium-Sized Enterprises Make Decisions? Journal of International Marketing 2017, vol. 25, 1: pp. 1-21. (Sage Journals). * Financial markets and institutions / Frederic S. Mishkin, Stanley G. Eakins. - 9th edition, global edition. - Harlow [i pozostałe] : Pearson Education Limited, cop. 2019. | | | | | | | |
| **OPTIONAL LITERATURE** | | * S. Valdez, P. Molyneux: An introduction to global financial markets, Palgrave Mcmillan, London 2013. * K. Mitręga- Niestrój, M. Wieczorek- Kosmala: Fundamentals of international finance, University of Economics in Katowice, Katowice 2011. * D. Hillier, M. Grinblatt: Financial Markets and Corporate Strategy, McGraw-Hill, London. | | | | | | | |
| **TEACHING METHODS**  **(Division to contact classes and e-learning)** | | **Contact classes:**  Interactive lecture with the use of multimedia presentation  **E-learning:** not applicable | | | | | | | |
| **TEACHING AIDS** | | Handouts, Slideshows, Internet | | | | | | | |
| **PROJECT**  **(if implemented in the framework of a classes module)** | | not applicable | | | | | | | |
| **METHOD Of ASSESSMENT**  **(Division to contact classes and e-learning** | | Graded credit | | | | | | | |
| **FORM AND CONDITIONS OF ASSESSMENT** | | * Final test (on the last lecture): single choice questions, open questions * Active participation on the lecture | | | | | | | |

*\* L-lecture, C- classes lab- laboratory, pro- project, e- e-learning*