

Course: The analysis and forecasting of foreign markets

Workshop/30h

(winter/summer semester)

3 ECTS

Participation in workshops – 30h

Independent preparation for workshops – 30h

Implementation of the project and documentation – 5h

Preparation for the examination – 10h

Total student workload – 75h

Knowledge:

W01: Knows types of economic connections between foreign markets, including the principles of the national and international market

W02: Knows methods of analysis needed to assess the situation of foreign markets

Skills:

U01: Is able to analyse, evaluate, predict and model complex economic processes using advanced research methods in foreign markets

U02: Is able to conduct a debate and formulate opinions in the field of international markets.

Social competencies:

K01: Is ready identify and resolve dilemmas related to foreign markets

Outline:

1. Global business and emerging markets
2. Macroeconomic analysis of the economy (case studies of selected countries)
3. Cultural, economic and political factors and their impact on the attractiveness of the local market
4. Analysis of opportunities and threats in selected emerging markets
5. Analysis of resources, capabilities and markets
6. Marketing research and forecasting demand
7. Selected entry strategies for foreign markets
8. Strategies for territorial expansion and internationalization models

9. Contracts and subcontracts - an emerging phenomenon in the process of internationalization
10. Global marketing strategy