

**Subject card**

<b>Subject name and code</b>	Design Thinking in International Business, PG_00121898						
<b>Field of study</b>	International Economic Relations						
<b>Date of commencement of studies</b>	October 2023	<b>Academic year of realisation of subject</b>			2025/2026		
<b>Education level</b>	Bachelor's studies	<b>Subject group</b>			Obligatory subject group in the field of study		
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	3	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	6	<b>ECTS credits</b>			4.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			credit		
<b>Conducting unit</b>							
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Aleksandra Aziewicz				
	<b>Teachers</b>		dr Aleksandra Aziewicz				
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	30		0.0		0.0	30
<b>Subject objectives</b>	The aim of the course is to prepare a business plan for a selected enterprise. In addition, the goal is to familiarize students with working method according to the Design Thinking concept and its practical application in the process of developing a business plan.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSGL3_W08] knows and understands the fundamental dilemmas of contemporary civilisation, including the strategy of sustainable development and corporate social responsibility	The student knows in-depth selected methods and tools for describing phenomena economic, including data acquisition techniques that allow for description and analysis economic entities operating on the market	[SW1] oral statement/ conversation/discussion
	[MSGL3_U04] uses the acquired theoretical knowledge in economics to analyse and evaluate the operation of economic entities on the international market, with particular emphasis on the European Union market	The student is able to observe, analyze and interpret ongoing economic processes in an open economy	[SU2] presentation/project/paper/ report [SU8] observation of student's independent or team work
	[MSGL3_W05] knows and understands the basic principles of establishing and developing various forms of entrepreneurship	5 The student knows the principles of functioning of the market and the market mechanism, both in terms of national, international and global	[SW2] presentation/project/paper/ report
	[MSGL3_U01] can correctly interpret and explain economic and social phenomena, analyse their causes, course and connections between these phenomena using the acquired knowledge of economics, finance and international economic relations	The student is able to correctly interpret and analyze economic phenomena	[SU2] presentation/project/paper/ report
	[MSGL3_W02] has an advanced knowledge and understanding of the terminology of international economic relations and complementary disciplines	The student knows the basic terminology in the field of entrepreneurship on the domestic market and internationally	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[MSGL3_K06] is ready to be guided in his/her professional life by business ethics and corporate social responsibility, to respect others and to be loyal to his/her employer	The student is able to think and act in an entrepreneurial way	[SK8] observation of student's independent or team work
	[MSGL3_U02] can assess economic and social phenomena occurring in an open economy, interpret necessary statistical data and economic indicators, as well as forecast economic phenomena and processes, using standard methods and tools applied in economic sciences	The student is able to use basic knowledge in relation to functioning business entities on the domestic and foreign markets	[SU1] oral statement/conversation/ discussion
	[MSGL3_K02] critically assesses the level of his/her knowledge in the field of economics; is willing to deepen and update this knowledge throughout his/her life	The student is able to cooperate in a team, including taking on various team roles, has elementary organizational skills that allow for implementation assumed goals	[SK2] presentation/project/paper/ report [SK8] observation of student's independent or team work
Subject contents	Preparation of a business plan for a selected enterprise by students; project work in groups.1. Business plan - essence, types, functions, structure2. General characteristics of the company, area of operation3. Market analysis4. SWOT/TOWS analysis5. Strategies of followers and market specialists6. Pricing, distribution and promotion strategies7. Sources of financing the enterprise8. Financial plan of the enterprise9. Organizational structure and employment planDeveloping a product or service using the design thinking concept, taking into account all stages: empathy, defining the problem, generating ideas, prototyping, testing. A product designed using the Design Thinking method or service are an element of the business plan created by students.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	project with presentation	51.0%	100.0%
Recommended reading	Basic literature	1. J. Bednarz, E. Gostomski, Działalność małych i średnich przedsiębiorstw na rynkach zagranicznych, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2009. 2. K. Wach, Własny biznes w Unii Europejskiej, Wydawnictwo Uniwersytetu Ekonomicznego w Krakowie, Kraków 2008. 3. Badania marketingowe. Od teorii do praktyki. Redakcja D. Maison, A. Noga - Bogomiński, Gdańskie Wydawnictwo Psychologiczne, Gdańsk 2007. 4. Badania marketingowe. Teoria i praktyka. Redakcja naukowa K. Mazurek - Łopacińska, PWN, Warszawa 2011.	
	Supplementary literature	Materials provided by the presenters	

	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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