

**Subject card**

<b>Subject name and code</b>	International Business Management, PG_00129811						
<b>Field of study</b>	International Business						
<b>Date of commencement of studies</b>	October 2024	<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>	2	<b>Language of instruction</b>			English		
<b>Semester of study</b>	4	<b>ECTS credits</b>			4.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>					
<b>Conducting unit</b>	Department of Sustainable Market Processes -> Faculty of Economics -> Rector						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Renata Orłowska				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	30.0	0.0	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		20.0		40.0	90
<b>Subject objectives</b>	This course provides an overview of international business, including global competitiveness, emerging markets, and globalization. Students will learn to compare business environments in different regions and countries, understand multinational companies and their strategies. The course aims to equip students with the skills to acquire knowledge about foreign markets, invest successfully, and conduct business overseas. Additionally, students will gain practical knowledge to create new enterprises or internationalize existing businesses.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[[IBL3_K05] is ready to perform professional role in responsible manner, abide business ethics and business standards in working environment	The student is ready to perform a professional role responsibly and abide by business ethics and business standards in the working environment.	[SK2] presentation/project/paper/report
	[[IBL3_W03] knows and understands selected research methods and tools, including IT tools and data acquisition techniques, which are applicable to international business issues	The student knows and understands selected research methods and tools, including IT tools and data acquisition techniques applicable to international business management.	[SW2] presentation/project/paper/report
	[[IBL3_W01] has knowledge of the discipline of economics and finance, involving critical understanding of theories of international business	The student knows about international business management and its theories.	[SW4] test/exam - oral or written
	[[IBL3_K02] is ready to critically assess own knowledge in the field of international business, economics and finance and complementary disciplines	The student is ready to critically assess own knowledge of international business management.	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written
	[[IBL3_W04] has a structured knowledge of the world economy, international economic and financial processes and their role in shaping the international business environment	The student has a structured knowledge of the world economy, international economic processes and their role in shaping international business management.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[[IBL3_W05] knows and understands basic principles of establishing and developing various forms of entrepreneurship	The student knows and understands the basic principles of establishing and developing various forms of international entrepreneurship.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[[IBL3_U07] can take part in a debate, is able to present, evaluate and discuss various viewpoints in the field of international business	The student can participate in a debate, present, evaluate and discuss various viewpoints in the field of international business management.	[SU2] presentation/project/paper/report
	[[IBL3_U04] can use basic regulations and standards which determine business activity	The student can use basic regulations and standards which determine international business activity.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[[IBL3_W02] knows and understands fundamental concepts and terminology of international business, international economic and financial relations and complementary disciplines	The student knows and understands fundamental concepts and terminology of international business management.	[SW4] test/exam - oral or written

Subject contents	<p><b>Lectures by Dariusz Burel, Executive MBA</b></p> <p>Member of the Management Board at Focus Hotels S.A. ( 8 hours)</p> <p>Case 1: Toyota</p> <ul style="list-style-type: none"> <li>• Kaizen (continuous improvement)</li> <li>• Lean (minimizing waste, maximizing profits)</li> <li>• 4P model (philosophy, process, people, problem-solving)</li> <li>• Advantages of Toyota's solutions that allowed it to capture the US market</li> </ul> <p>Case 2: Amazon</p> <ul style="list-style-type: none"> <li>• Disruption of various industries (big players dictate terms, small ones must adapt)</li> <li>• Flywheel effect and development (hardest to start, easier afterward)</li> <li>• Leadership position (how to achieve it)</li> <li>• Pricing strategies (discussion of the most important ones)</li> </ul> <p>Case 3: Netflix</p> <ul style="list-style-type: none"> <li>• Organizational culture (types, benefits, changes)</li> <li>• Talent incubation (motivation, environmental impact)</li> <li>• Fundraising for development (types of financing)</li> <li>• Startup topics</li> </ul> <p>4. What differentiates great companies from average ones?</p> <ul style="list-style-type: none"> <li>• Common denominators for discussed companies</li> <li>• Confrontation with realities in Poland</li> <li>• Reference to Focus hotel chain and their development over the past 10 years demonstrating that it is possible in Poland too</li> </ul> <p><b>Lectures by Tomas Lauko</b></p> <p>CEO Central &amp; Eastern Europe at Publicis Groupe (10 hours)</p> <p>Innovation Management in Real Business Environment based on Strategyzer (<a href="http://www.strategyzer.com">www.strategyzer.com</a>)</p> <p>Case 1: Vision: Transforming Region to a "Country"</p> <ul style="list-style-type: none"> <li>• Setting up future-proof regional structures</li> <li>• Role of Talent &amp; Finance Management</li> <li>• Management by design vs by necessity</li> </ul> <p>Case 2: Ownership &amp; Empowerment: Setting up Exec Committees/Cross-functional teams</p> <ul style="list-style-type: none"> <li>• Regional Structures &amp; Decision Making</li> <li>• Innovation at the core of Cross-functional teams</li> <li>• OKRs and Goal Setting of Cross-functional teams</li> </ul> <p>Case 3: Culture beats Strategy: Breaking with Past</p> <ul style="list-style-type: none"> <li>• Understanding organizations pulse &amp; vibe &amp; key talent</li> <li>• How trust can help to break the vicious cycle of growth</li> <li>• Culture design: Values &amp; Behaviors</li> <li>• Building Innovation Culture</li> </ul> <p>Case 4: Innovation Strategy &amp; Portfolio: Getting it done</p> <ul style="list-style-type: none"> <li>• Innovation Assessment</li> <li>• Exploit/Explore</li> <li>• Designing Innovation Strategy</li> <li>• Building Innovation Portfolio</li> </ul> <p>Case 5: Business Opportunities &amp; Scaling: Getting Global</p> <ul style="list-style-type: none"> <li>• Identifying and capitalizing on global market opportunities</li> <li>• Expandable Talent</li> <li>• Leveraging PMO for successful scaling: Key roles, responsibilities &amp; technologies (Jira, Power BI, Miro)</li> <li>• Scalability pitfalls</li> </ul> <p><b>Lectures by dr hab. Joanna Bednarz, Professor of the UG</b></p>
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	<p>Head of International Business Department at the Faculty of Economics (12 hours)</p> <p>1. Introduction to competition and competitiveness - main definitions and classifications.</p> <p>2. Competitiveness on the macroeconomics level - two directions of macro competitiveness research: theory of economic growth and exchange theory, competitiveness of factors and competitiveness of results, factors determining the economy competitive potential, measures of the economy competitive potential and competitive position of a country.</p> <p>3. Rankings of international competitiveness of countries - Global Competitiveness Report, World Competitiveness Yearbook, Index of Economic Freedom IEF, Doing Business.</p> <p>4. Competitiveness of sectors - M.E. Porter s diamond model, competitive advantage and main competitive strategies.</p> <p>5. Competitiveness of enterprises (theoretical issues) - competitive advantage of enterprises (types and sources), potential and resources of the enterprises competitiveness, structure of competitiveness potential of the enterprise and ways of its assessment.</p>											
Prerequisites and co-requisites	The basic knowledge about the world economy and its main players.											
Assessment methods and criteria	<table border="1" data-bbox="448 790 1487 898"> <thead> <tr> <th data-bbox="448 790 794 831">Subject passing criteria</th> <th data-bbox="794 790 1141 831">Passing threshold</th> <th data-bbox="1141 790 1487 831">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="448 831 794 864">Project</td> <td data-bbox="794 831 1141 864">51.0%</td> <td data-bbox="1141 831 1487 864">40.0%</td> </tr> <tr> <td data-bbox="448 864 794 898">Written exam</td> <td data-bbox="794 864 1141 898">51.0%</td> <td data-bbox="1141 864 1487 898">60.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Project	51.0%	40.0%	Written exam	51.0%	60.0%
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Project	51.0%	40.0%										
Written exam	51.0%	60.0%										
Recommended reading	Basic literature	A.M.Rugman, S.Collinson, International business, 5th or 6th edition, Pearson										
	Supplementary literature	<p>B. Tomalin, M. Nicks, Worlds Business Cultures, Thorogood Publishing Ltd. 2010,</p> <p>S. Jones, BRICs and Beyond : Lessons on Emerging Markets, John Wiley &amp; Sons, 2012,</p> <p>Doing Business Report, The World Bank Group,</p> <p>The Global Competitiveness Report, World Economic Forum,</p> <p>R. Kumar, A. Sethi, Doing Business in India, A Guide for Western Managers, Macmillan 2005,</p> <p>M. Chu,Doing Business Successfully in China, Elsevier Science 2011,</p> <p>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.</p>										
	eResources addresses	<p>Podstawowe</p> <p><a href="http://www.managementheaven.com">http://www.managementheaven.com</a> - Management article</p> <p><a href="http://www.managementstudyguide.com/">http://www.managementstudyguide.com/</a> - Management Concepts &amp; Skills tutorials (free access)</p> <p><a href="http://www.valuebasedmanagement.net/">http://www.valuebasedmanagement.net/</a> - Virtual dictionary of international business management terminology</p> <p>Adresy na platformie eNauczanie:</p>										
Example issues/ example questions/ tasks being completed												
Work placement	Not applicable											

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