

**Subject card**

<b>Subject name and code</b>	International Business Management, PG_00129812						
<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>			Polish English 100%		
<b>Semester of study</b>	4	<b>ECTS credits</b>			2.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>					
<b>Conducting unit</b>	Department of Macroeconomics -> Faculty of Economics -> Rector						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		mgr Christian Orobello				
	<b>Teachers</b>						
<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		10.0		20.0	60
<b>Subject objectives</b>	The aim of the classes is to provide participants with an overview of key topics in international business, such as the characteristics of international business, the process of internationalization, organizational and tax frameworks for expansion, and socio-cultural factors. Participants will gain knowledge about methods of entering foreign markets, economic analysis of countries with high growth potential, and investment and operational strategies. The workshops aim to equip students with the skills to gather information about foreign markets and create new enterprises.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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 [SW5] implementation of a problem task
	[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.	[SW1] oral statement/conversation/discussion [SW2] 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.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[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_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.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[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
	[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.	[SU1] oral statement/conversation/discussion [SU2] 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.	[SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[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.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report

Subject contents	<p>1.Introduction to International Business</p> <p>1.1 Features of International Business</p> <p>1.2 Process of internationalization</p> <p>2. General Frameworks in International Business</p> <p>2.1 The basic components of international business</p> <p>2.2 Firm-specific assets/ownership advantages</p> <p>2.3 Location advantages/country-specific assets</p> <p>2.4 The FSA-CSA matrix</p> <p>3.5 The VRIO framework</p> <p>3. Modes of foreign Market Entry</p> <p>4. 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.</p> <p>5. The organizational and tax framework for expansion and business operations in a given country.</p> <p>6. Socio-cultural determinants of establishing and shaping business relationships, including conducting business talks and negotiating.</p> <p>7. Possible state aid, organizations supporting expansion, associations of companies operating on it, important fairs and events.</p>		
Prerequisites and co-requisites	The basic knowledge about the world economy and its main players.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Presenation	51.0%	60.0%
	Project report	51.0%	40.0%
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	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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