

## Subject card

|                                             |                                                                                                                                                                                           |                                                          |                                         |                                     |                                                |            |     |
|---------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------|-------------------------------------|------------------------------------------------|------------|-----|
| Subject name and code                       | Business Economics, PG_00132302                                                                                                                                                           |                                                          |                                         |                                     |                                                |            |     |
| Field of study                              | International Business                                                                                                                                                                    |                                                          |                                         |                                     |                                                |            |     |
| Date of commencement of studies             | October 2025                                                                                                                                                                              |                                                          | Academic year of realisation of subject |                                     | 2025/2026                                      |            |     |
| Education level                             | Master's studies                                                                                                                                                                          |                                                          | Subject group                           |                                     | Obligatory subject group in the field of study |            |     |
| Mode of study                               | full-time studies                                                                                                                                                                         |                                                          | Mode of delivery                        |                                     | at the university                              |            |     |
| Year of study                               | 1                                                                                                                                                                                         |                                                          | Language of instruction                 |                                     | English                                        |            |     |
| Semester of study                           | 1                                                                                                                                                                                         |                                                          | ECTS credits                            |                                     | 2.0                                            |            |     |
| Learning profile                            | academic                                                                                                                                                                                  |                                                          | Assessment form                         |                                     | exam                                           |            |     |
| Conducting unit                             | Department of Microeconomics -> Faculty of Economics -> Rector                                                                                                                            |                                                          |                                         |                                     |                                                |            |     |
| Name and surname of lecturer (lecturers)    | Subject supervisor                                                                                                                                                                        |                                                          | dr hab. Anna Blajer-Gołębiewska         |                                     |                                                |            |     |
|                                             | Teachers                                                                                                                                                                                  |                                                          |                                         |                                     |                                                |            |     |
| Lesson types                                | Lesson type                                                                                                                                                                               | Lecture                                                  | Tutorial                                | Laboratory                          | Project                                        | Seminar    | SUM |
|                                             | Number of study hours                                                                                                                                                                     | 15.0                                                     | 0.0                                     | 0.0                                 | 0.0                                            | 0.0        | 15  |
|                                             | E-learning hours included: 0.0                                                                                                                                                            |                                                          |                                         |                                     |                                                |            |     |
| Learning activity and number of study hours | Learning activity                                                                                                                                                                         | Participation in didactic classes included in study plan |                                         | Participation in consultation hours |                                                | Self-study | SUM |
|                                             | Number of study hours                                                                                                                                                                     | 15                                                       |                                         | 15.0                                |                                                | 20.0       | 50  |
| Subject objectives                          | The aim of the course is to familiarize a student with business economics that studies market-related, financial, managerial, strategic, and macroeconomics issues faced by corporations. |                                                          |                                         |                                     |                                                |            |     |

| Learning outcomes | Course outcome                                                                                                                                                                                                                                                     | Subject outcome                                                                                                                                                                                                                                                   | Method of verification                                                       |
|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|
|                   | [IBMU2_W10] knows and understands the key issues and theoretical aspects of managing a business entity on the international market and selected detailed issues of the international business                                                                      | A student knows and understands the key issues and theoretical aspects of managing a business entity on the international market and selected detailed issues of business economics.                                                                              | [SW4] test/exam - oral or written<br>[SW2] presentation/project/paper/report |
|                   | [IBMU2_W08] knows selected areas of the functioning of a modern enterprise in the international environment; understands the conditions, principles and consequences of decisions taken in modern enterprise's structures dealing on the international market      | A student knows selected areas of the functioning of a modern enterprise in the business environment; understands the conditions, principles and consequences of decisions taken in modern enterprise's structures dealing on the international market.           | [SW4] test/exam - oral or written<br>[SW2] presentation/project/paper/report |
|                   | [IBMU2_K03] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; assesses risks and threats and finds ways of counteracting their effects | A student is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; assesses risks and threats and finds ways of counteracting their effects. | [SK2] presentation/project/paper/report<br>[SK4] test/exam - oral or written |
|                   | [IBMU2_W03] knows terminology in the field of international business, international economics and financial relations and complementary disciplines                                                                                                                | A student knows terminology in the field of business economics, market-related, financial, managerial, strategic, and macroeconomics issues faced by corporations.                                                                                                | [SW4] test/exam - oral or written<br>[SW2] presentation/project/paper/report |
|                   | [IBMU2_U03] can accurately select and use sources of information on international business, evaluate, critically analyse and creatively interpret them, and can present them in an innovative way                                                                  | A student can accurately select and use sources of information on business economics, evaluate, critically analyse and creatively interpret them, and can present them in an innovative way.                                                                      | [SU2] presentation/project/paper/report<br>[SU4] test/exam - oral or written |
|                   | [IBMU2_W01] has an in-depth knowledge of the discipline of economics and finance; understands the differences between contemporary trends in the theory of international business                                                                                  | A student ma pogłębioną wiedzę z zakresu ekonomii przedsiębiorstw, która bada problemy rynkowe, finansowe, zarządcze, strategiczne i makroekonomiczne przedsiębiorstw.                                                                                            | [SW4] test/exam - oral or written<br>[SW2] presentation/project/paper/report |
|                   | [IBMU2_U01] can creatively interpret, explain and analyse complex economic phenomena and the relations occurring between them, using the acquired knowledge in international business and international economic and financial relations                           | A student can creatively interpret, explain and analyze complex economic phenomena and the relations occurring between them, using business economics knowledge.                                                                                                  | [SU2] presentation/project/paper/report<br>[SU4] test/exam - oral or written |
|                   | [IBMU2_K01] Is ready to recognise the importance of knowledge of international business in the process of identifying and solving business problems and the need to consult experts in cases of complex issues                                                     | A student is ready to recognise the importance of knowledge of business economics in the process of identifying and solving business problems and the need to consult the teacher during office hours in cases of complex issues.                                 | [SK2] presentation/project/paper/report<br>[SK4] test/exam - oral or written |

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|----------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|
| Subject contents                                               | 1. Impact of microeconomic factors on corporations                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                               |
|                                                                | 2. Production and cost considerations                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                               |
|                                                                | 3. Managerial economics                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                               |
|                                                                | 4. Decisions under conditions of risk and uncertainty                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                               |
|                                                                | 5. Market structures, strategic behaviour and game theory                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                               |
|                                                                | 6. Impact of macroeconomic factors on business                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                               |
|                                                                | Defining the topic of the project involves 15 hours of consultations with the instructor. This time includes topic selection, discussion of methodological assumptions, and determination of expected outcomes. |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                               |
| Prerequisites and co-requisites                                | Knowledge: a student is able to define a given economic problem and explain the dependencies occurring in basic economic models.                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                               |
|                                                                | Skills: a student recognizes the causes and consequences of economic phenomena, interprets economic phenomena.                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                               |
|                                                                | Competences: a student works creatively formulating relationships between economic phenomena.                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                               |
| Assessment methods and criteria                                | Subject passing criteria                                                                                                                                                                                        | Passing threshold                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Percentage of the final grade |
|                                                                | Project                                                                                                                                                                                                         | 51.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 30.0%                         |
|                                                                | Final test                                                                                                                                                                                                      | 51.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 70.0%                         |
| Recommended reading                                            | Basic literature                                                                                                                                                                                                | 1. N. G. Mankiw, M. P. Taylor, A. Ashwin, Business Economics, 3rd Edition, Cengage Learning EMEA, Andover 2019.<br>2. W. B. Allen, N. A. Doherty, K. Weigelt, E. Mansfield, Managerial economics. Theory, application, and cases, 8th edition, W. W. Norton & Company, New York 2013.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                               |
|                                                                | Supplementary literature                                                                                                                                                                                        | 1. J. Jaworski, L. Czerwonka, Profitability and working capital management: evidence from the Warsaw Stock Exchange, Journal of Business Economics and Management, 2022, vol. 23, no 1, pp. 180-198.<br>2. L. Czerwonka, J. Jaworski, Capital structure determinants of small and medium-sized enterprises: evidence from Central and Eastern Europe, Journal of Small Business and Enterprise Development, 2021, vol. 28, no 2, pp. 277-297.<br>3. A. Blajer-Gołębiewska, L. Czerwonka, A. Kozłowski, Leading Behavioral Characteristics and Investors Decisions: An Experimental Approach [in:] W. Strielkowski (ed.) Sustainable Leadership for Entrepreneurs and Academics, Springer, Cham, 2019, pp. 213-224.<br>4. A. Blajer-Gołębiewska, D. Wach, M. Kos, Financial risk information avoidance, Economic Research-Ekonomska Istraživanja, 2018, vol. 31, no. 1, pp. 521-536. |                               |
|                                                                | eResources addresses                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                               |
| Example issues/<br>example questions/<br>tasks being completed |                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                               |
| Work placement                                                 | Not applicable                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                               |

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