

Subject card

Subject name and code	Business Economics, PG_00132303						
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				
Conducting unit	Department of Microeconomics -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Anna Blajer-Gołębiowska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	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_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
	[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
	[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
	[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 consultation hours in cases of complex issues.	[SK4] test/exam - oral or written
	[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.	[SU4] test/exam - oral or written
	[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.	[SK4] test/exam - oral or written
	[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.	[SU4] test/exam - oral or written
	[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
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		

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
	Final test	50.0%	100.0%
Recommended reading	Basic literature	N. G. Mankiw, M. P. Taylor, A. Ashwin, Business Economics, 3rd Edition, Cengage Learning EMEA, Andover 2019. 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	• 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. • 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. • 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. • 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	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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