

Subject card

Subject name and code	International Business Management, PG_00172229						
Field of study	International Economic Relations						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2027/2028		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study		
Mode of study	part-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish		
Semester of study	5		ECTS credits		2.0		
Learning profile	academic		Assessment form				
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Katarzyna Osiecka-Brzeska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	8.0	0.0	0.0	0.0	8
	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	8		3.0		39.0	50
Subject objectives	The aim of the course is to familiarize students with the basics of business management on the market internationally.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSG3_W13] has a well-structured knowledge of the functioning of business entities in the national and international environment, with particular emphasis on the European Union	The student has structured knowledge of the functioning of economic entities in various dimensions of the national and international environment.	[SW1] oral statement/conversation/discussion [SW5] implementation of a problem task
	[MSG3_W15] has an advanced knowledge of management of an economic entity on the international market; knows and understands strategies and marketing tools used in this management	The student has advanced knowledge of managing a business entity on the international market, understands and is able to evaluate business strategies and marketing tools.	[SW1] oral statement/conversation/discussion [SW5] implementation of a problem task
	[MSG3_U14] can interact and work in a team (including an international one), taking various roles within it	The student is able to cooperate and work in a diverse group, taking on multiple roles in it.	[SU1] oral statement/conversation/discussion [SU5] implementation of a problem task
	[MSG3_W12] has a well-organised knowledge of the nature, functioning and sources of changes occurring in the structures of economic entities and organisations (in particular those which operate on the international market); understands the causes, course, scale and consequences of these changes	The student has structured knowledge about the nature, functioning and sources of changes taking place in the structures of economic entities and organizations (especially those operating on the international market). The student understands the causes, course, scale and effects of these changes for the economic entity.	[SW1] oral statement/conversation/discussion [SW5] implementation of a problem task
	[MSG3_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 uses the acquired knowledge to analyze and evaluate the functioning of economic entities on the international market, with particular emphasis on the European Union market	[SU1] oral statement/conversation/discussion [SU5] implementation of a problem task
	[MSG3_W05] knows and understands the basic principles of establishing and developing various forms of entrepreneurship	The student knows and understands the basic principles of creating and developing various forms of entrepreneurship both in Poland and abroad.	[SW1] oral statement/conversation/discussion [SW5] implementation of a problem task
	[MSG3_U15] can appropriately identify priorities, plan and organise tasks related to their implementation, as well as monitor and evaluate progress	The student is able to properly define goals and plan and organize tasks related to their implementation, as well as monitor and evaluate the progress of work in an international company.	[SU1] oral statement/conversation/discussion [SU6] demonstration of practical skills
	[MSG3_K05] correctly identifies, diagnoses and solves dilemmas and various options of solutions related to the profession	The student correctly identifies, diagnoses and resolves dilemmas and various variants of solutions related to the management of an international enterprise.	[SK1] oral statement/conversation/discussion [SK5] implementation of a problem task

Subject contents	1. Strategic conditions of international business · Entities on the international market · Definitions of the multinational enterprise, internationalization and globalization · Historical conditions of international business · The importance of technology for international business 2. The impact of globalization on the development of enterprises on the international market · internal and external conditions of development strategy · factors of economic globalization · stages of development of contemporary globalization · globalization vs. regionalization 3. Enterprises on the international market · the impact and manifestations of globalization at the enterprise level · theories of the international company · theoretical concepts - economic, organizational and institutional perspective · definition, characteristics and importance of transnational corporations 4. Strategic management in the face of globalization · business growth/development options · strategic management process · portfolio methods in strategy analysis 5. Competitiveness of enterprises · methods of competing on international markets · strategic analysis · stakeholder map · value chain 6. Strategic planning in an international perspective · organizational structure · international strategies and company structure · prospects for the development of Polish companies on the international market Exercises: 1. Internationalization and globalization of enterprises - definitions - contemporary trends - network system and fragmentation - motives for the internationalization of enterprises 2. Transnational corporations: - definitions - characteristics based on the rankings of the largest TNCs - indicators of the degree of internationalization of enterprises - the importance of strategic supporters 3. Case study: Selection of enterprise operating strategies in an international environment: - strategic orientations - strategic planning - strategies for entering foreign markets 4. Case study: Internationalization strategies in the area of research and development of the enterprise: - basic trends in global R&D - conditions for choosing the location of a new R&D investment - the role of subsidiaries - models of innovation development 5. Case study: Supply chain as a key management area in international enterprises: - integration and coordination within the value chain of international companies - the importance of logistics in the production process - outsourcing and offshoring - risk and security in the activities of international enterprises 6. Case study: Organizational structures and cultural conditions - competitive strategies of international enterprises - application of organizational models - the importance of cultural conditions in international business strategies 7. Colloquium Any doubts related to the lecture topics and questions regarding the course material are addressed during consultation hours. Participation in consultations enables the clarification of substantive issues and deepens the understanding of subject-related concepts.		
Prerequisites and co-requisites	Knowledge of the management of an enterprise operating on the domestic market, the principles of operation of individual functional areas and internal and external conditions of conducting business activities.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		0.0%	50.0%
		0.0%	10.0%
		0.0%	40.0%
Recommended reading	Basic literature	1. . RYMARCZYK Jan : Biznes międzynarodowy. Warszawa 2012. PWE.	
		2. GORYNIA Marian : Strategie zagranicznej ekspansji przedsiębiorstw . Warszawa 2007. PWE.	
		3. OBŁÓJ Krzysztof: Strategia organizacji. Warszawa 2007. PWE	
	Supplementary literature	1. . GHEMAWAT Pankey : Regional Strategies for Global Leadership. December 2005. Harvard Business Review.	
		2. ROZKWITALSKA Małgorzata : Zarządzanie międzynarodowe. Warszawa 2007, PWE.	
		3. BAŁANDYNOWICZ-PANFIL Katarzyna ; Wpływ zgodności kulturowej podmiotów na procesy połączeniowe w sektorze bankowym (w:) Problemy współczesnej gospodarki światowej. Sopot 2004. Fundacja Rozwoju Uniwersytetu Gdańskiego.	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		