

Subject card

Subject name and code	International Business Management, PG_00172350						
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	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish		
Semester of study	6		ECTS credits		1.0		
Learning profile	academic		Assessment form				
Conducting unit	Department of Sustainable Market Processes -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Katarzyna Bałandynowicz-Panfil				
	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		5.0		5.0	25
Subject objectives	The aim of the course is to familiarize students with the basics of business management on the international market.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSG3_U15] can appropriately identify priorities, plan and organise tasks related to their implementation, as well as monitor and evaluate progress	the student can properly define priorities and plan and organize tasks related to their implementation, as well as monitor and evaluate progress, in accordance with the principles of strategic management in an international environment	[SU2] presentation/project/paper/report [SU5] 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 the management of international enterprises, knows and understands strategies and marketing tools in an international environment. A detailed individual assessment of the level of knowledge is discussed with the student during consultations.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[MSG3_U14] can interact and work in a team (including an international one), taking various roles within it	the student can cooperate and work as a team in an international group, assuming various roles as an initiator and performer of activities	[SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[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 international business entities, with particular emphasis on the EU market	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[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 practicing a profession in an international environment	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK3] text preparation/written work
	[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 properly organized knowledge about the functioning and sources of changes taking place in the structures of international enterprises, understands the causes, course, scale and consequences of these changes in the global economy	[SW2] presentation/project/paper/report [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 theoretical knowledge in the field of economics and management to analyze and evaluate the functioning of international enterprises, with particular emphasis on the diversified EU market	[SU2] presentation/project/paper/report [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 international entrepreneurship	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report

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 business2. The impact of globalization on the development of enterprises on the international market· internal and external conditions of the development strategy· factors of economic globalization· stages of development of contemporary globalization· globalization vs. regionalization3. 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 corporations4. Strategic management in the face of globalization· business growth/development options· strategic management process· portfolio methods in strategy analysis5. Competitiveness of enterprises· methods of competing on international markets· strategic analysis· stakeholder map· value chain6. Strategic planning in an international perspective· organizational structure· international strategies and company structure· prospects for the development of Polish companies on the international marketExercises:1. Internationalization and globalization of enterprises- definitions- contemporary trends- network system and fragmentation- motives for the internationalization of enterprises2. Transnational corporations:- definitions- characteristics based on the rankings of the largest TNCs- indicators of the degree of internationalization of enterprises- the importance of strategic supporters3. Case study: Choosing a business strategy in an international environment:- strategic orientations- strategic planning- strategies for entering foreign markets4. Case study: Internationalization strategies in the area of enterprise research and development:- basic trends in global R&D- conditions for choosing the location of a new R&D investment- the role of subsidiaries- innovation development models5. 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 enterprises6. 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 The case studies developed during the classes are implemented one by one. During the consultations, students will receive detailed information on how to evaluate their work. There will also be time devoted to discussing students' initial ideas on the key dilemmas arising from the case study.		
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
	activity	10.0%	50.0%
	case study	15.0%	50.0%
Recommended reading	Basic literature	1. RYMARCZYK Jan : <i>Biznes międzynarodowy</i> . Warszawa 2012. PWE. 2. GORYNIA Marian : <i>Strategie zagranicznej ekspansji przedsiębiorstw</i> . Warszawa 2007. PWE. 3. OBŁÓJ Krzysztof: <i>Strategia organizacji</i> . Warszawa 2007. PWE,	
	Supplementary literature	1. GHEMAWAT Pankey : <i>Regional Strategies for Global Leadership</i> . December 2005. Harvard Business Review. 2. ROZKWITALSKA Małgorzata : <i>Zarządzanie międzynarodowe</i> . Warszawa 2007, PWE. 3. BAŁANDYNOWICZ-PANFIL Katarzyna ; <i>Wpływ zgodności kulturowej podmiotów na procesy połączeniowe w sektorze bankowym (w:) Problemy współczesnej gospodarki światowej</i> . Sopot 2004. Fundacja Rozwoju Uniwersytetu Gdańskiego.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Standardization and adaptation of enterprise strategies in the international environment.The importance of internationalization motives for building enterprise strategies.		
Work placement	Not applicable		

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