University of Gdańsk

Subject card

Subject name and code	International Business Management, PG_00173354						
Field of study	International Business						
Date of commencement of studies	October 2025			Academic year of realisation of subject		2026/2027	
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	2			Language of instruction		Polish	
Semester of study	4			ECTS credits		2.0	
Learning profile	academic			Assessment form			
Conducting unit	Department of Macroeconomics -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor			mgr Christian Orobello			
	Teachers			mgr Christian Orobello dr Tomasz Bieliński			
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	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	30		10.0	10.0		50
Subject objectives	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_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. The student can formulate questions and concerns related to task completion and to deepen their understanding of the content during consultations with the instructor.	[SK2] presentation/project/paper/ report
	[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_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_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_U04] can use basic regulations and standards which determine business activity	The student can use basic regulations and standards that determine international business activity. The student can formulate questions and concerns related to task completion and to deepen their understanding of the content during consultations with the instructor.	[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_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_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	1.Introduction to International Business 1.1 Features of International Business 1.2 Process of internationalization 2. General Frameworks in International Business 2.1 The basic components of international business 2.2 Firm-specific assets/ownership advantages 2.3 Location advantages/country-specific assets 2.4 The FSA-CSA matrix 3.5 The VRIO framework 3. Modes of foreign Market Entry 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. 5. The organizational and tax framework for expansion and business operations in a given country. 6. Socio-cultural determinants of establishing and shaping business relationships, including conducting business talks and negotiating. 7. Possible state aid, organizations supporting expansion, associations of companies operating on it, important fairs and events. Defining the topic of the group project and preparing the presentation involves 10 hours of consultations with the instructor. This time includes topic selection, discussion of methodological assumptions, determination of expected outcomes, followed by feedback and ongoing academic support throughout the successive stages of the project.
Prerequisites and co-requisites	The basic knowledge about the world economy and its main players.
Assessment methods and criteria	see table below
Recommended reading	Basic literature: A.M.Rugman, S.Collinson, International business, 5th or 6th edition, Pearson

Assessment methods and criteria:

Subject passing criteria	Passing threshold	Percentage of the final grade
Project report	51.0%	40.0%
Presenation	51.0%	60.0%

	Supplementary literature	B. Tomalin, M. Nicks, Worlds Business Cultures, Thorogood Publishing Ltd. 2010, S. Jones, BRICs and Beyond : Lessons on Emerging Markets, John Wiley & Sons, 2012, Doing Business Report, The World Bank Group, The Global Competitiveness Report, World Economic Forum, R. Kumar, A. Sethi, Doing Business in India, A Guide for Western Managers, Macmillan 2005, M. Chu,Doing Business Successfully in China, Elsevier Science 2011, 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.
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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