University of Gdańsk

# Subject card

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| Subject name and code | International Business Management, PG_00173357 | | |
| 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 | English |
| Semester of study | 4 | ECTS credits | 4.0 |
| Learning profile | academic | Assessment form | exam |
| Conducting unit | Department of Sustainable Market Processes -> Faculty of Economics -> Rector | | |
| Name and surname of lecturer (lecturers) | Subject supervisor | dr Joanna Adamska | |
| | Teachers | dr Joanna Adamska | |

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| Lesson types | Lesson type | Lecture | Tutorial | Laboratory | Project | Seminar | SUM |
| | Number of study hours | 30.0 | 0.0 | 0.0 | 0.0 | 0.0 | 30 |
| | E-learning hours included: 0.0 | | | | | | |

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| 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 | 5.0 | 65.0 | 100 |

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| Subject objectives | This course provides an overview of international business, including global competitiveness, emerging markets, and globalization. Students will learn to compare business environments in different regions and countries, understand multinational companies and their strategies. The course aims to equip students with the skills to acquire knowledge about foreign markets, invest successfully, and conduct business overseas. Additionally, students will gain practical knowledge to create new enterprises or internationalize existing businesses. |

| Learning outcomes | Course outcome | Subject outcome | Method of verification |
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| | [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<br>[SK4] test/exam - oral or written |
| | [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. | [SW4] test/exam - oral or written<br>[SW2] presentation/project/paper/report |
| | [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 |
| | [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. | [SW4] test/exam - oral or written |
| | [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. | [SW4] test/exam - oral or written<br>[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. | [SU2] presentation/project/paper/report |
| | [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. | [SU2] presentation/project/paper/report<br>[SU4] test/exam - oral or written |
| | [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. | [SW4] test/exam - oral or written |

<table>
<tr><td>Subject contents</td><td colspan="2">1. Introduction to competition and competitiveness - main definitions and classifications.<br><br>2. Competitiveness on the macroeconomics level - two directions of macro competitiveness research: theory of economic growth and exchange theory, competitiveness of factors and competitiveness of results, factors determining the economy competitive potential, measures of the economy competitive potential and competitive position of a country.<br><br>3. Rankings of international competitiveness of countries - Global Competitiveness Report, World Competitiveness Yearbook, Index of Economic Freedom IEF, Doing Business.<br><br>4. Competitiveness of sectors - M.E. Porter s diamond model, competitive advantage and main competitive strategies.<br><br>5. Competitiveness of enterprises (theoretical issues) - competitive advantage of enterprises (types and sources), potential and resources of the enterprises competitiveness, structure of competitiveness potential of the enterprise and ways of its assessment.<br><br>6. Global strategy and competitive advantage<br><br>7. Types of international strategies<br><br>8 CSA/FSA Framework in international business<br><br>9. The resource- based view (RBV)<br><br>10. Dynamic capabilities theory<br><br>11. Benchmarking and KPIs</td></tr>
<tr><td>Prerequisites<br>and co-requisites</td><td colspan="2">The basic knowledge about the world economy and its main players.</td></tr>
<tr><td>Assessment methods<br>and criteria</td><td colspan="2"><table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td>Written exam</td><td>51.0%</td><td>60.0%</td></tr><tr><td>Project</td><td>51.0%</td><td>40.0%</td></tr></table></td></tr>
<tr><td>Recommended reading</td><td>Basic literature</td><td>A.M.Rugman, S.Collinson, International business, 5th or 6th edition, Pearson</td></tr>
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| | Supplementary literature | B. Tomalin, M. Nicks, Worlds Business Cultures, Thorogood Publishing Ltd. 2010,<br><br>S. Jones, BRICs and Beyond : Lessons on Emerging Markets, John Wiley & Sons, 2012,<br><br>Doing Business Report, The World Bank Group,<br><br>The Global Competitiveness Report, World Economic Forum,<br><br>R. Kumar, A. Sethi, Doing Business in India, A Guide for Western Managers, Macmillan 2005,<br><br>M. Chu,Doing Business Successfully in China, Elsevier Science 2011,<br><br>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 | |
| Example issues/ example questions/ tasks being completed | | |
| Work placement | Not applicable | |

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