Subject card

Subject name and code	International Business Management, PG_00188080		
Field of study	International Business		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2027/2028
Education level	Bachelor's studies	Subject group	Obligatory subject group in the field of study Subject group related to scientific research 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	6.0
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		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	30.0	30.0	0.0	30.0	0.0	90
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	90	0.0	60.0	150

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
[IBL3_K05] is ready to perform professional roles responsibly, respecting business ethics and applicable standards in the workplace.	The student demonstrates readiness to act responsibly in an international business environment, respecting business ethics and professional standards.	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written
[IBL3_U09] is able to work independently and in teams, including interdisciplinary teams, and to plan and organise own tasks as well as teamwork.	The student is able to work independently and in teams to develop a project related to competitiveness or international business, plan its implementation, conduct an analysis, and present the results.	[SU2] presentation/project/paper/report
[IBL3_W08] knows and understands the concepts and principles of intellectual property protection and their importance for managing intangible assets of enterprises in the international business environment.	The student understands the importance of intellectual property protection and the role of intangible assets in firms operating in international markets.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
[IBL3_U07] is able to participate in debates and present, justify and evaluate different viewpoints concerning issues related to 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

<table>
<tr><td>Subject contents</td><td>

Lectures

- Introduction to competition and competitiveness - main definitions and classifications.
- 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.
- Rankings of international competitiveness of countries - Global Competitiveness Report, World Competitiveness Yearbook, Index of Economic Freedom IEF, Doing Business.
- Competitiveness of sectors - M.E. Porter s diamond model, competitive advantage and main competitive strategies.
- 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.
- Global strategy and competitive advantage
- Types of international strategies
- CSA/FSA Framework in international business
- The resource- based view (RBV)
- Dynamic capabilities theory
- Benchmarking and KPIs

Classes

- Introduction to International Business
- Features of International Business
- Process of internationalization
- General Frameworks in International Business
- The basic components of international business
- Firm-specific assets/ownership advantages
- Location advantages/country-specific assets
- The FSA-CSA matrix
- The VRIO framework
- Modes of foreign Market Entry
- 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.
- The organizational and tax framework for expansion and business operations in a given country.
- Socio-cultural determinants of establishing and shaping business relationships, including conducting business talks and negotiating.
- Possible state aid, organizations supporting expansion, associations of companies operating on it, important fairs and events.

Project

The project consists of several interrelated assignments carried out by students, designed to familiarise them with the tools used to analyse companies’ internal conditions and their external environment. The aim of these analyses is to examine the potential for a selected company to expand into foreign markets.

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<tr><td>Prerequisites
and co-requisites</td><td>The basic knowledge about the world economy and its main players.</td></tr>
<tr><td>Assessment methods
and criteria</td><td>

Subject passing criteria	Passing threshold	Percentage of the final grade
Attendance, activity	51.0%	10.0%
Written exam	51.0%	40.0%
Project	51.0%	50.0%

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<tr><td>Recommended reading</td><td>Basic literature: A.M.Rugman, S.Collinson, International business, 5th or 6th edition, Pearson</td></tr>
</table>

	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	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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