University of Gdańsk

Subject card

Subject name and code	International Management, PG_00199358						
Field of study	Economics						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2027/2028		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Optional subject group 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		Polish		
Semester of study	4		ECTS credits		3.0		
Learning profile	academic		Assessment form		exam		
Conducting unit	Department of International Economics and Economic Development -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Joanna Kuczewska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	15.0	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		0.0		45.0	75
Subject objectives	To gain knowledge of international business management; to be able to implement theoretical knowledge in real case studies of global corporations; to understand the basic concepts, mechanisms and methods used in the process of strategic management.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[EKONMU2_U10] has an advanced ability to prepare specialist oral presentations on economic and social issues, using specialist theoretical approaches, the principles of collecting various sources of data, their description and interpretation, and drawing conclusions based on scientific literature; can prepare and conduct a debate	The student has an in-depth ability to prepare and present a business project in the form of oral presentations	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
[EKONMU2_W08] has an in-depth knowledge of processes occurring in enterprises and economic organisations and with related areas, as well as of processes of change in public institutions; knows methods of research on the regularities governing these changes, taking into account the influence of external stakeholders on them	The student correctly explains and applies management tools and techniques in a global enterprise following the requirements of the changing environment and expectations of external stakeholders	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
[EKONMU2_W02] has an in-depth knowledge of various types of existing economic entities and organisations as well as an extended knowledge of public institutions	The student has an in-depth knowledge of the functioning of global corporations and their relationship with stakeholder groups in projects	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
[EKONMU2_U07] can independently propose solutions to complex economic or social problems, select methods of analysis and conduct conclusive procedures in this respect	The student can formulate the strategic objectives of the operation of global corporations using appropriate methods of assessing the business environment and strategic assets	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
[EKONMU2_U14] can appropriately identify priorities and plan and organise tasks related to their implementation, as well as monitor and assess progress	The student can suggest solutions to a specific business problem	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
[EKONMU2_U02] can use acquired knowledge to describe and analyse the causes and course of economic and social processes and phenomena, and can formulate his/her own opinions and critically select data and analysis methods based on the achievements of economic and social sciences	The student can analyze the processes of international management (international projects),diagnose the causes and effects of these processes	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
[EKONMU2_K02] is aware of the level of their knowledge in the area of solving complex problems in economic,; understands the need to extend and update this knowledge throughout his/her life	The student is aware of his knowledge of the management of global corporations and can identify strategic management processes in practice	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report
[EKONMU2_K05] correctly identifies, diagnoses and solves advanced dilemmas and alternative solutions related to the profession	The student correctly identifies and resolves dilemmas and various options for solutions related to the functioning of global corporations and can predict the consequences of these actions for planning one's career path	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report
[EKONMU2_U08] can independently analyse economic and social phenomena and processes, and can perform a theoretically deepened assessment of such phenomena, using appropriately selected research method	Students can use theoretical and specialized knowledge of international management to describe and analyze the causes of processes and phenomena of global business and can formulate their own opinions and select methods of analysis	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
[EKONMU2_U01] can creatively interpret and explain economic and social phenomena and relations between them, using acquired knowledge of economics, finance and management sciences	Students can creatively analyze the behavior of global corporations using their knowledge of economics and management sciences	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report

Course outcome	Subject outcome	Method of verification
[EKONMU2_K06] is ready to observe and develop in his/her professional life principles of business ethics and corporate social responsibility, respect others, be loyal to their employer, taking into account changing social needs.	The student is aware of the need to follow business ethics and the social responsibility of business especially concerning working in a multicultural	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report
[EKONMU2_U15] can independently expand and improve acquired knowledge and skills in economics; is open to new ideas and techniques; tends to learn using any accessible method and to interact with other participants of the learning process	The student can implement theoretical knowledge in practice by solving case studies independently and can independently present the conclusions of his/her analyses	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
[EKONMU2_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; can assess risks and threats and find ways of counteracting their effects	Students think and act in an entrepreneurial manner; they can assess the risks and hazards of working in global corporations and find ways to counteract their effects	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report
[EKONMU2_W04] has an in-depth knowledge of different types of economic and social ties and regularities governing them; has an in-depth knowledge of economic and financial ties between enterprises	The student knows: the characteristics of global corporations, ways of gaining advantages in foreign markets, forms and effects of strategic cooperation, global organizational structures, tools and methods of strategic management, and application of global marketing tools	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
[EKONMU2_W03] has a knowledge of relations between economic phenomena, entities and organisations as well as public institutions functioning in the national, international and intercultural spheres	The student has knowledge of management relations and mechanisms and cooperation of global corporations; correctly identifies the methods, tools, and mechanisms of strategic management taking into account cultural differences	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report

Subject contents

Strategy in global and transnational business The emergence of global corporations Key terms of international business, behavioral changes in international business, globalization - areas, factors, effects, basic issues of managing a global organization **Internationalization and globalization of enterprises - motives and forms of internationalization**Motives of internationalization and globalization of enterprises - market, cost, supply, political; forms of internationalization - indirect and direct exports, license sales, franchising, leasing, turnkey investments, joint ventures, transnational mergers, direct investments **Strategic alliances as a form of adaptation to the requirements of global competition**Definition of strategic alliances, typology of alliances: competitive, pre-competitive, pro-competitive, non-competitive alliances; benefits and risks of strategic alliances **Global organizational structure**Early and mature organizational structures of transnational corporations - advantages and disadvantages of different types of organizational structures **Global strategy**Formulation of transnational strategy; schools: competitive positioning and core competencies; Porter's general strategy model; strategic motives in an integrated area - vertical and horizontal integration **Global marketing**Role of marketing in global strategy; global marketing strategies; global market segmentation and positioning strategy; global management of marketing mix elements. **Benchmarking - the method of equal to the best**Definition of benchmarking, benchmarking vs. competitive position analysis, types of benchmarking, benchmarking models, phases of implementing the benchmarking process; identifying the benefits of using best practice in pursuit of business excellence, identifying and eliminating benchmarking traps **Negotiating global transactions**Principles of global negotiation preparation - place, time, scope and phases of global negotiations; negotiation styles; cultural differences and their impact on global negotiations

Any doubts arising at the stage of solving the problem task or interpretation problems will be interpreted and resolved during the consultation.

Prerequisites and co-requisites

Microeconomics. Fundamentals of strategic management. Marketing.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
individual project or in pairs	50.0%	100.0%

Recommended reading	Basic literature	• Collinson, Narula, Rugman, Rugman & Qamar, International Business, 8th Edition, Pearson 2020 or Rugman Alan, Collinson S., International Business, 7th edition Pearson 2013 • Gorynia Marian, Entrepreneurship in International Business. Economic, financial and managerial aspects, PWN 2021 • Kuczewska J., Szumal I. (2015), Strategic alliances in creating enterprise value, in Journal of Management and Finance, vol. 13, no. 3, part 2 • Kuczewska J. Benchmarking as a method of diagnosis of competitiveness of enterprises in clusters, UG Publishing House, 2020
	Supplementary literature	• Yves L. Doz, Gary Hamel, Corporate strategic alliances, 2006; • Cygler J., Strategic alliances, Warsaw, 2002 • Stonehouse G., Hamill J., Campbell D., Puride T., Globalization. Strategy and management, Warsaw 2001; • Porter M. E., Competitive Strategy. Methods for analyzing sectors and competitors, 2010; • Porter M. E., Porter on competition, PWE, Warsaw 2001.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Project preparation - case study. The purpose of the project is to develop management issues in any global corporation according to the following plan:1. characteristics of the global corporation plus a brief history of its establishment2. ways of entering foreign markets (2 examples: characteristics of a particular way of entering the market, analysis of positive and negative effects)3. strategic alliances (2 examples: identification of alliance characteristics, form of alliance, type of alliance, positive and negative effects)4. organizational structures of corporations (identification of structure; positive and negative effects)5. global strategy (competitive positioning - Porter's 5 forces and core competencies - Porter's value chain)6. global strategy cont. - selection of strategic objectives and global strategy7. global marketing (selection of marketing mix elements; successful and unsuccessful campaigns) Written exam: open questions covering the content of the course	
Work placement	Not applicable	

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