University of Gdańsk

Subject card

Subject name and code	International Business Management, PG_00200487						
Field of study	International Economic Relations						
Date of commencement of studies	October 2026		Academic year of realisation of subject	2028/2029			
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	3		Language of instruction	Polish			
Semester of study	6		ECTS credits	3.0			
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 Katarzyna Bałandynowicz-Panfil				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	10.0	0.0	40
	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	40		0.0	35.0	75	
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
	[MSGL3_W12] has a 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 structured knowledge of the functioning of international business entities, with particular emphasis on the EU market	[SW4] test/exam - oral or written
	[MSGL3_U15] can appropriately identify priorities, plan and organise tasks related to their implementation, as well as monitor and evaluate progress	The student can appropriately prioritize and plan and organize tasks related to their implementation, as well monitor and evaluate progress, in accordance with management principles strategic in international environment	[SU4] test/exam - oral or written
	[MSGL3_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 what he has theoretical knowledge in the field economics and management for analysis and functional assessment enterprises international, with special attention diversified EU market	[SU4] test/exam - oral or written
	[MSGL3_U14] can interact and work in a team (including an international one), taking various roles within it	The student is able to cooperate and work as a team in international group, taking on various roles in it initiator and performer of actions	[SU4] test/exam - oral or written
	[MSGL3_W08] has a knowledge and understanding of the various dilemmas of contemporary civilisation, including the strategy of sustainable development and corporate social responsibility	The student knows and understands the importance of sustainable development and corporate social responsibility in the activities of international enterprises, which he/she effectively uses to implement project tasks.	[SW2] presentation/project/paper/ report
	[MSGL3_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 business management international, knows and understands marketing strategies and tools in an international environment	[SW4] test/exam - oral or written
	[MSGL3_W13] has a knowledge of the functioning of business entities in the national and international environment, with particular emphasis on the European Union	The student has advanced knowledge of business management international, knows and understands marketing strategies and tools in an international environment	[SW4] test/exam - oral or written
	[MSGL3_W05] has knowledge and understanding of the principles of establishing and developing various forms of entrepreneurship	The student knows and understands basic principles of creation and the development of various forms entrepreneurship international	[SW4] test/exam - oral or written
	[MSGL3_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 performance profession in the community internationally	[SK4] test/exam - oral or written

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 market. During classes, students carry out project tasks based on case studies of international enterprises.
Prerequisites and co-requisites	Knowledge of managing a company operating on the domestic market and principles functioning of individual functional areas, internal and external conditions for conducting business activities.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
project	51.0%	40.0%
exam (test)	51.0%	60.0%

Recommended reading

Basic literature	1. RYMARCZYK Jan : *Biznes międzynarodowy*. Warszawa 2012. PWE. 2. GORYNIA Marian : *Strategie zagranicznej ekspansji przedsiębiorstw* . Warszawa 2007. PWE. 3. OBŁÓJ Krzysztof: *Strategia organizacji.* Warszawa 2007. PWE,
Supplementary literature	1. GHEMAWAT Pankey : *Regional Strategies for Global Leadership* . December 2005. Harvard Business Review. 2. ROZKWITALSKA Małgorzata : *Zarządzanie międzynarodowe*. Warszawa 2007, PWE. 3. BAŁANDYNOWICZ-PANFIL Katarzyna ; *Wpływ zgodności kulturowej podmiotów na procesy połączeniowe w sektorze bankowym (w:) Problemy współczesnej gospodarki światowej*. Sopot 2004. Fundacja Rozwoju Uniwersytetu Gdańskiego.
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Example issues/ example questions/ tasks being completed	Standardization and adaptation of the strategies of international enterprises.Factors influencing the motivation of enterprises to internationalize their activities.
Work placement	Not applicable

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