

Prowadzący	Dr hab. Paweł Pasierbiak
Oferta PJO*	TAK
Oferta PJOE*	TAK
Kierunek, rok, stopień dla PJO	Wszystkie kierunki, wszystkie lata, I stopień
Semestr roku 2021/2022	letni

* PJO – przedmiot w języku obcym dla studentów polskich / PJOE – przedmiot w języku obcym dla studentów Erasmus+

** zostawić właściwe

BASIC INFORMATION ABOUT THE SUBJECT (INDEPENDENT OF THE CYCLE)

Module name	Basics of International Business
Erasmus code	
ISCED code	
Language of instruction	English
Website	https://www.umcs.pl/en/courses-in-english,21103.htm (dla PJOE)
Prerequisites	Basics of microeconomics, Basics of International Economics
ECTS points hour equivalents	Contact hours (work with an academic teacher): 15 Total number of hours with an academic teacher: 15 Number of ECTS points with an academic teacher: 1,5 Non-contact hours (students' own work): 15 Total number of non-contact hours: 15 Number of ECTS points for non-contact hours: 1,5 Total number of ECTS points for the module: 3
Educational outcomes verification methods	Final test, discussion during the class, case presentation
Description	The main aim of the course is to familiarize students with the specificity of business activity conducted by firms on an international scale. With accelerating globalization, internationalization, and regional economic integration the environment for doing business has become more and more international. During the course, students will learn about the conditions and the most important consequences resulting from the engagement in trans-border activities of enterprises.
Reading list	<ol style="list-style-type: none"> 1. Cavusgil S. T., Knight G., Riesenberger J. R., International Business: The New Realities, Pearson Education Limited, 2017 2. Katsioloudes M. I., Hadjidakis S., International Business. A Global Perspective, Elsevir, New York 2007. 3. Johnson D. , Turner C., International Business. Themes and Issues in the Modern Global Economy, Routledge, London and New York 2004. 4. Moran R., Harris P., Moran S., Managing Cultural Differences: Global leadership strategies for the 21st Century, Elsevir, Amsterdam 2007
Educational outcomes	<p>KNOWLEDGE</p> <ol style="list-style-type: none"> 1. student knows terminology used in economics, its sources and applications in identifying and interpreting economic phenomena and processes 2. student knows features of a human being as an economic entity and basic mechanisms influencing consumer behavior, employee, manager and entrepreneur 3. student knows the principles of operation of the market mechanism and the operation of economic institutions in the national, regional, and global dimensions <p>SKILLS</p> <ol style="list-style-type: none"> 1. student perceives and correctly interprets the basic phenomena and socio-economic processes and solves complex and unusual problems with the use of acquired economic knowledge

	<ol style="list-style-type: none"> 2. student communicates with the environment using specialized terminology 3. student uses advanced information and communication techniques <p>ATTITUDES</p> <ol style="list-style-type: none"> 1. student is ready for critical self-evaluation of one's knowledge and skills as well as continuous professional training and personal development 2. student is ready for active participation in groups, organizations and institutions implementing economic and responsible activities 3. student is ready for thinking and acting in an entrepreneurial way
Practice	n/a

INFORMATION ABOUT CLASSES IN THE CYCLE

Website	https://www.umcs.pl/en/courses-in-english,21103.htm (dla PJOE)
Educational outcomes verification methods	Final test, discussion during the class, case presentation
Comments	-
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A list of topics	<ol style="list-style-type: none"> 1. Introduction to International Business 2. Globalization of markets and Internationalization of the Firm 3. The Environment of International Business <ul style="list-style-type: none"> • Economic environment • Cultural environment • Political and Legal Environment • Technological Environment 4. Ethics, Corporate Social Responsibility, Sustainability, and Governance in International Business

	5. Strategy and Organization in the International Firm 6. Financial Management in the Global Firm 7. Marketing in the Global Firm 8. Human resource Management in the Global Firm
Teaching methods	Informative lecture, in class discussion, cases analysis, multimedia presentation,
Assessment methods	final test, discussion during the class, case presentation