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| **Prowadzący** | Dr hab. Paweł Pasierbiak |
| **Oferta PJO\*** | TAK |
| **Oferta PJOE\*** | NIE |
| **Kierunek, rok, stopień dla PJO (\*obowiązkowe)** | II stopień, wszystkie kierunki, studia NIESTACJONARNE |
| **Semestr roku 2024/2025** | 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)

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| **Module name** | Basics of International Business |
| **Erasmus code** |  |
| **ISCED code** | 0311 |
| **Language of instruction** | English |
| **Website** |  |
| **Prerequisites** | Basics of economics |
| **ECTS points hour equivalents** | Contact hours (with the participation of an academic teacher):  lecture 9h  Total contact hours: 9h/1 ECTS  Non-contact hours (students' own work):  preparation for final exam: 9h  Total non-contact hours: 9h/1 ECTS  The total number of ECTS points for the module: 2 |
| **Educational outcomes verification methods** | Final written test |
| **Description** | The main goal of the course is to familiarize students with the fundamental issues related to running a business on an international scale. Students should be aware that modern enterprises operate in a constantly changing international environment. The effect of the course will be to develop the conviction among students that all decisions made in the enterprise should take into account the internal and external conditions of the company's operation in international business. As a result, students will have a broader perspective about the activities of modern enterprises. |
| **Reading list** | Basic reading:   1. Tamer Cavusgil A., Knight G. Riesenberger J., International Business, The New Realities, 5th Edition, Global Edition, Pearson, Boston 2020. 2. Daniels J. D., Radebaugh Lee H., Sullivan D. P., Click R. W., International Business. Environments&Operations, Pearson, Boston 2021. 3. Rymarczyk J., Biznes międzynarodowy, PWE, Warszawa 2012 (in Polish).   Complementary reading:   1. Katsioloudes M. I., Hadjidakis S., International Business. A Global Perspective, Elsevier, New York 2007. 2. Collison S., Narula R., Rugman A. M., International Business, 8th Edition, Pearson, Boston 2020. 3. Griffin R. W., Pustay M. W., International Business. A Managerial Perspective, Global Edition, Pearson, Boston 2020. 4. Hill Ch. W. L., International Business. Competing in the Global Marketplace, 13th Edition, McGraw-Hill, 2021. |
| **Educational outcomes** | KNOWLEDGE  K1: student knows and understands structural changes in the global economy  K2: student explains the importance of the international environment for the functioning of modern economic entities  K3: student knows and understands the process of creating and developing various forms of entrepreneurship on an international scale  SKILLS  S1: student improves English capacity  S2: student uses spoken and written English with an application of specific terminology  S2: student notices and analyzes the process of internationalization of economic activity  ATTITUDES  A1: the student is ready to think and act in an entrepreneurial manner and to undertake business activities in an international dimension  A2: student becomes goal-oriented |
| **Practice** | n/a |

INFORMATION ABOUT CLASSES IN THE CYCLE

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| **Website** |  |
| **Educational outcomes verification methods** | Final written test |
| **Comments** | - |
| **Reading list** | Basic reading:   1. Tamer Cavusgil A., Knight G. Riesenberger J., International Business, The New Realities, 5th Edition, Global Edition, Pearson, Boston 2020. 2. Daniels J. D., Radebaugh Lee H., Sullivan D. P., Click R. W., International Business. Environments&Operations, Pearson, Boston 2021. 3. Rymarczyk J., Biznes międzynarodowy, PWE, Warszawa 2012 (in Polish).   Complementary reading:   1. Katsioloudes M. I., Hadjidakis S., International Business. A Global Perspective, Elsevier, New York 2007. 2. Collison S., Narula R., Rugman A. M., International Business, 8th Edition, Pearson, Boston 2020. 3. Griffin R. W., Pustay M. W., International Business. A Managerial Perspective, Global Edition, Pearson, Boston 2020. 4. Hill Ch. W. L., International Business. Competing in the Global Marketplace, 13th Edition, McGraw-Hill, 2021. |
| **Educational outcomes** | KNOWLEDGE  K1: student knows and understands structural changes in the global economy  K2: student explains the importance of the international environment for the functioning of modern economic entities  K3: student knows and understands the process of creating and developing various forms of entrepreneurship on an international scale  SKILLS  S1: student improves English capacity  S2: student uses spoken and written English with an application of specific terminology  S2: student notices and analyzes the process of internationalization of economic activity  ATTITUDES  A1: the student is ready to think and act in an entrepreneurial manner and to undertake business activities in an international dimension  A2: student becomes goal-oriented |
| **A list of topics** | 1. Introduction - What is international business? 2. The cultural environment of international business. 3. The political and legal environment facing business. 4. The economic environment of international business. 5. International trade and factor mobility theory. 6. Entering and working in international markets. 7. The strategy of international business. 8. Global operations and supply-chain management. |
| **Teaching methods** | lecture, multimedia presentation, case study  e-learning (possible on-line lecture) |
| **Assessment methods** | 1. Written test comprising two parts: 20 multiply-choice test + 2 open questions (K1, K2, K3, S1, S2, S3, A1, A2).  2. Activity during a class (K2, S1, S2, A1).  3. Presence during classes (A2).  Grades scale  90%-100%: 5 (A)  80%-89%: 4.5 (B)  70%-79%: 4 (C)  60%-69%: 3.5 (D)  50%-59%: 3 (E)  0%-49%: 2 (F) Failed |