

Prowadzący	dr hab. Paweł Pasierbiak, prof. UMCS
ERASMUS+ (semestr zima) 2025/2026	NIE
Oferta PJOE*(semestr lato) 2025/2026	TAK
Kierunek, rok, stopień dla PJO (*obowiązkowe)	II stopień, logistyka lub inne kierunki, studia NIESTACJONARNE

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

** zostawić właściwe

BASIC INFORMATION ABOUT THE SUBJECT (INDEPENDENT OF THE CYCLE)

Module name	Basics of International Business
Language of instruction	English
Prerequisites	Basics of economics
ECTS points hour equivalents	<p>Contact hours (with the participation of an academic teacher): lecture 9h Total contact hours: 9h/1 ECTS</p> <p>Non-contact hours (students' own work): preparation for final exam: 9h Total non-contact hours: 9h/1 ECTS</p> <p>The total number of ECTS points for the module: 2</p>
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	<p>Basic reading:</p> <ol style="list-style-type: none"> 1. Tamer Cavusgil A., Knight G. Rieszenberger 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). <p>Complementary reading:</p> <ol style="list-style-type: none"> 4. Katsioloudes M. I., Hadjidakis S., International Business. A Global Perspective, Elsevier, New York 2007. 5. Collison S., Narula R., Rugman A. M., International Business, 8th Edition, Pearson, Boston 2020. 6. Griffin R. W., Pustay M. W., International Business. A Managerial Perspective, Global Edition, Pearson, Boston 2020. 7. Hill Ch. W. L., International Business. Competing in the Global Marketplace, 13th Edition, McGraw-Hill, 2021.
Educational outcomes	<p>KNOWLEDGE</p> <p>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</p> <p>SKILLS</p> <p>S1: student improves English capacity</p>

	<p>S2: student uses spoken and written English with an application of specific terminology</p> <p>S2: student notices and analyzes the process of internationalization of economic activity</p> <p>ATTITUDES</p> <p>A1: the student is ready to think and act in an entrepreneurial manner and to undertake business activities in an international dimension</p> <p>A2: student becomes goal-oriented</p>
Practice	n/a

INFORMATION ABOUT CLASSES IN THE CYCLE

Website	
Educational outcomes verification methods	Final written test
Comments	-
Reading list	<p>Basic reading:</p> <ol style="list-style-type: none"> 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). <p>Complementary reading:</p> <ol style="list-style-type: none"> 4. Katsioloudes M. I., Hadjidakis S., International Business. A Global Perspective, Elsevier, New York 2007. 5. Collison S., Narula R., Rugman A. M., International Business, 8th Edition, Pearson, Boston 2020. 6. Griffin R. W., Pustay M. W., International Business. A Managerial Perspective, Global Edition, Pearson, Boston 2020. 7. Hill Ch. W. L., International Business. Competing in the Global Marketplace, 13th Edition, McGraw-Hill, 2021.
Educational outcomes	<p>KNOWLEDGE</p> <p>K1: student knows and understands structural changes in the global economy</p> <p>K2: student explains the importance of the international environment for the functioning of modern economic entities</p> <p>K3: student knows and understands the process of creating and developing various forms of entrepreneurship on an international scale</p> <p>SKILLS</p> <p>S1: student improves English capacity</p> <p>S2: student uses spoken and written English with an application of specific terminology</p> <p>S2: student notices and analyzes the process of internationalization of economic activity</p> <p>ATTITUDES</p> <p>A1: the student is ready to think and act in an entrepreneurial manner and to undertake business activities in an international dimension</p> <p>A2: student becomes goal-oriented</p>
A list of topics	<ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 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).

	<p>3. Presence during classes (A2).</p> <p>Grades scale</p> <p>90%-100%: 5 (A)</p> <p>80%-89%: 4.5 (B)</p> <p>70%-79%: 4 (C)</p> <p>60%-69%: 3.5 (D)</p> <p>50%-59%: 3 (E)</p> <p>0%-49%: 2 (F) Failed</p>
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