



## Subject card

Subject name and code	INTERNATIONAL MANAGEMENT, PG_00037873						
Field of study	Management						
Date of commencement of studies	October 2022	Academic year of realisation of subject			2023/2024		
Education level	second-cycle studies	Subject group			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			English		
Semester of study	3	ECTS credits			4.0		
Learning profile	general academic profile	Assessment form			exam		
Conducting unit	Department of Management -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. inż. Małgorzata Zięba					
	Teachers	dr hab. inż. Małgorzata Zięba					
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	15.0	0.0	0.0	0.0	45
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	45		8.0		47.0	100
Subject objectives	The international aspects of management are presented during the lectures.						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[K7_U02] analyses complex economic processes and phenomena using selected methods and techniques for analysing socio-economic data, and formulates their own opinions and conclusions concerning these processes and phenomena	Students can create the plan of necessary decisions for presented case study. The answer as well as the case study are in English, students work in international groups (members from different countries).			[SU2] Assessment of ability to analyse information		
	[K7_W02] has an in-depth knowledge of classical and modern management concepts and their application in the management of modern organizations of various types	Students have knowledge about management concepts in global companies.			[SW1] Assessment of factual knowledge		
Subject contents	1.Introduction – rules, details 2.Global economic environment; 3.Political, legal, and technological environment; 4.National differences in political economy 5.International ethics and social responsibility; 6.The role of culture in international management; 7.Geographical constraints affecting business decisions – regional economic integration8.Becoming international company; 9.Foreign market entry and ownership options; 10.International organizational structures; 11.Global production, outsourcing and logistics 12.Competitive advantage in an international context (role of resources in global competition, cost advantage, differentiation advantage) 13.International Human Resource Management 14.Expatriates in international business 15.Exam						
Prerequisites and co-requisites							
Assessment methods and criteria	Subject passing criteria	Passing threshold			Percentage of the final grade		
	Exam	51.0%			60.0%		
	Classes	51.0%			40.0%		

Recommended reading	Basic literature	International Management: Culture, Strategy, and Behavior, Fred Luthans, Jonathan Doh (available in the library WZiE) Challenges and Opportunities in International Business, <a href="https://2012books.lardbucket.org/pdfs/challenges-and-opportunities-in-international-business.pdf">https://2012books.lardbucket.org/pdfs/challenges-and-opportunities-in-international-business.pdf</a> Global Strategy, <a href="https://2012books.lardbucket.org/pdfs/globalstrategy.pdf">https://2012books.lardbucket.org/pdfs/globalstrategy.pdf</a> Deresky H. - International Management, 2016 Czinkota, Rivoli, Ronkainen - International Business
	Supplementary literature	Hooley G., Wilson D., - Internationalization. Process, Context and Markets
	eResources addresses	Adresy na platformie eNauczenie: International management_2023_24 - Moodle ID: 31028 <a href="https://enauczenie.pg.edu.pl/moodle/course/view.php?id=31028">https://enauczenie.pg.edu.pl/moodle/course/view.php?id=31028</a>
Example issues/ example questions/ tasks being completed	The localization of new factory of international company	
Work placement	Not applicable	