



Subject card

Subject name and code	INTERNATIONAL MANAGEMENT, PG_00061126						
Field of study	Management						
Date of commencement of studies	October 2023	Academic year of realisation of subject			2024/2025		
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		6.0		49.0	100
Subject objectives	Analyzes management systems operating in an international environment						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[K7_K02] makes competent and ethical decisions, taking care of the public interest and maintaining economic, social and environmental values	make competent and ethical decisions, taking into account international conditions, taking care of economic, social and environmental values			[SK5] Assessment of ability to solve problems that arise in practice		
	[K7_W04] analyzes complex problems in an in-depth way on the basis of reliable data and properly selected methods, obtaining logical solutions	identifies reliable sources of information about the international conditions of management processes, using them to create solutions supporting managers operating on the global market			[SW1] Assessment of factual knowledge		
Subject contents	Introduction Global business environment Political, legal and technological environment Differences between countries in economic policies Business responsibility and ethical aspects The role of culture in international management Geographical aspects of international business How to become an international company Entering foreign markets International structures Global production, outsourcing, logistics Competitive advantage in the global aspect International HR Management Emigrants in international business						
Prerequisites and co-requisites							
Assessment methods and criteria	Subject passing criteria	Passing threshold			Percentage of the final grade		
	Test during the semester	51.0%			40.0%		
	Exam	51.0%			60.0%		

Recommended reading	Basic literature	International Management: Culture, Strategy, and Behavior, Fred Luthans, Jonathan Doh Challenges and Opportunities in International Business, https://2012books.lardbucket.org/pdfs/challenges-and-opportunities-ininternational-business.pdf Global Strategy, https://2012books.lardbucket.org/pdfs/globalstrategy.pdf 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 eNauczanie:
Example issues/ example questions/ tasks being completed	Discussion of the location of the new factory of the international concern	
Work placement	Not applicable	