



Subject card

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|---|---|--|---|------------|--|---------|-----|
| Subject name and code | INTERNATIONAL MANAGEMENT, PG_00058592 | | | | | | |
| Field of study | Economic Analytics | | | | | | |
| Date of commencement of studies | October 2023 | Academic year of realisation of subject | | | 2025/2026 | | |
| Education level | first-cycle studies | Subject group | | | Optional subject group Subject group related to scientific research in the field of study | | |
| Mode of study | Part-time studies | Mode of delivery | | | at the university | | |
| Year of study | 3 | Language of instruction | | | Polish | | |
| Semester of study | 5 | ECTS credits | | | 2.0 | | |
| Learning profile | general academic profile | Assessment form | | | assessment | | |
| Conducting unit | Department of Management -> Faculty of Management and Economics | | | | | | |
| Name and surname of lecturer (lecturers) | Subject supervisor | dr Joanna Szulc | | | | | |
| | Teachers | | | | | | |
| Lesson types and methods of instruction | Lesson type | Lecture | Tutorial | Laboratory | Project | Seminar | SUM |
| | Number of study hours | 0.0 | 16.0 | 0.0 | 0.0 | 0.0 | 16 |
| | 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 | 16 | 5.0 | | 29.0 | | 50 |
| Subject objectives | Describes the problems of international management | | | | | | |
| Learning outcomes | Course outcome | | Subject outcome | | Method of verification | | |
| | [K6_K03] demonstrates the ability to think critically and analytically and integrates knowledge from many disciplines, acting in an entrepreneurial manner | | demonstrates a critical approach to selecting reliable sources of information required to analyze international management issues | | [SK2] Assessment of progress of work [SK5] Assessment of ability to solve problems that arise in practice | | |
| | [K6_U06] acquires new knowledge by planning lifelong learning strategies | | acquires new knowledge of international management | | [SU3] Assessment of ability to use knowledge gained from the subject [SU1] Assessment of task fulfilment | | |
| Subject contents | Introduction to international management. Theories of international business. Globalization - new challenges of the modern world. Forms and strategies of internationalization and globalization of companies. The environment of international business (regional and global conditions). The value chain and competitive opportunities in international markets. Characteristics and roles of a modern manager in international business contexts. Mid-term revision and test. Cultural issues as part of the global marketplace. Global marketing and consumer behavior. The impact of political-economic factors on international management. The impact of socio-technological factors on international management. Rewarding employees in international companies. Team management in international contexts. Final revision and test | | | | | | |
| Prerequisites and co-requisites | | | | | | | |
| Assessment methods and criteria | Subject passing criteria | | Passing threshold | | Percentage of the final grade | | |
| | Test | | 60.0% | | 50.0% | | |
| | Test | | 60.0% | | 50.0% | | |

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| Recommended reading | Basic literature | Obłój, K., Wąsowska, A. (2014). Zarządzanie Międzynarodowe: Teoria i Praktyka. Warszawa: PWE., Stępień, B. (2019). Zarządzanie międzynarodowe z perspektywy polskich przedsiębiorstw. Warszawa: PWE. Rymarczyk, J. (2012). Biznes Międzynarodowy. Warszawa; PWE. |
| | Supplementary literature | Academic articles shared during the classes, e.g., Journal of International Management articles: Zolfaghari, B. & Madjdi, F. (2022) Building Trusting Multicultural Organizations: Rethinking the Influence of Culture on Interpersonal Trust Development in the Workplace, Journal of International Management, Volume 28, Issue 4. Shirodkar, V., Rajwani, T., Stadler, C., Hautz, J. & Mayer, M. (2022) Corporate Political Activity and Firm Performance: The Moderating Effects of International and Product Diversification, Journal of International Management, Volume 28, Issue 4. George, C., Gibson, C.B. & Barbour, J. (2022) Shared leadership across cultures: Do traditionalism and virtuality matter?, Journal of International Management, Volume 28, Issue 1. |
| | eResources addresses | Adresy na platformie eNauczanie: |
| Example issues/ example questions/ tasks being completed | What is the impact of political and economic factors on international management? What are the forms and strategies of internationalization and globalization of enterprises? What difficulties are involved in rewarding employees in multinational companies? What is the role of the manager in international business? | |
| Work placement | Not applicable | |