



Subject card

Subject name and code	INTERNATIONAL MANAGEMENT, PG_00066575						
Field of study	Economic Analytics						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2026/2027		
Education level	first-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	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	30.0	0.0	0.0	0.0	30
	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	30		5.0		15.0	50
Subject objectives	Describes the problems of international management						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K6_K03] Critically evaluates their own knowledge necessary to solve cognitive and practical problems, supplementing gaps with input from external experts.		demonstrates a critical approach to selecting reliable sources of information required to analyze international management issues		[SK5] Assessment of ability to solve problems that arise in practice [SK2] Assessment of progress of work		
	[K6_U06] Acquires new specialized knowledge related to the field of economic analytics by planning a personal lifelong learning strategy		acquires new knowledge of international management		[SU1] Assessment of task fulfilment [SU3] Assessment of ability to use knowledge gained from the subject		
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%		

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	

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