



## Subject card

Subject name and code	INTERNATIONAL MANAGEMENT, PG_00058472						
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	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 Magdalena Popowska				
	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	<b>International management</b> is a course designed to introduce you to key aspects of managing in a global business environment. Classes focus on the analysis of international business strategies, the challenges of cultural diversity, cross-cultural negotiations and operations in international markets. Students gain the knowledge and skills needed to effectively manage international teams, adapt strategies to different markets and solve global business challenges.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[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		
	[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		
Subject contents	<ul style="list-style-type: none"><li>• Introduction</li><li>• Global economic environment</li><li>• Corporate social responsibility, ethics and sustainability</li><li>• The role of culture in international management</li><li>• Intercultural communication</li><li>• Decision-making and intercultural negotiation</li><li>• Strategy development and implementation</li><li>• Organising for global operations</li><li>• Human resources in international business</li><li>• Developing global managers and teams</li><li>• Smart City and new technologies and international management (IoT, Big Data, AI...)</li><li>• Practical case studies in international management</li></ul>						
Prerequisites and co-requisites							
Assessment methods and criteria	Subject passing criteria		Passing threshold		Percentage of the final grade		
	Case study		60.0%		30.0%		
	Final test		60.0%		70.0%		

Recommended reading	Basic literature	<ul style="list-style-type: none"> <li>Griffin R. (2017), Podstawy zarządzania organizacjami, Wydawnictwo Naukowe PWN</li> <li>Deresky H., Miller S.R. (2023) International Management. Managing Across Borders and Cultures, Tenth Edition, Pearson</li> </ul>
	Supplementary literature	Academic and press articles shared during the classes.
	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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