

Course title		Business Case Studies						ECTS code		14.3.EM.SZ.3117		
								ECTS credits		2		
Name of unit administrating study		OTHER		Field of study		MSG**		Field of specialisation		IB;		
Teaching staff		Urszula Mrzygłód, PhD ; Magdalena Jażdżewska-Gutta, Ph.D. ; Joanna Adamska-Mieruszewska, Ph.D. ; Katarzyna Baładynowicz-Panfil, PhD										
Number of hours												
Lectures	0	Classes	0	Tutorials	30	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności							Year&Type of studies*		3 SS1,			
Hours with the participation of the academic teacher (including office hours, exams, others):					30	Semester:		5,				
Hours without the participation of the academic teacher (student's self-study, homeworks):					20	Type of course:		obligatory				
Total number of hours:					50	Language of instruction:		English				
Teaching form		in-class learning										
Teaching methods		Discussion, questioning, Case studies, Collaborating, group activities,										
Prerequisites (required courses and introductory requirements)												
Required courses		None.										
Introductory requirements		Basic understanding of macro and microeconomics.										
Assessment method, forms and criteria												
Assessment method		Exam										
Assessment criteria		The objective of the course is to familiarize students with close to real or real-life examples of business decisions - business case studies. Students are going to solve case studies, take part in discussions, and prepare presentations of solutions. Each activity is graded.										
Course objectives												
The main objective of the course is to familiarise students with examples of more complex analytical business problems that students may encounter in their future professional work. Thanks to this, students better understand the principles of the functioning of business entities. An additional aim is to improve students' decision-making skills, analytical problem solving and teamwork. During classes, students are going to develop knowledge, skills and attitudes which enable them to make judgements about the performance of various businesses in a dynamic business environment.												
Learning outcomes												
Knowledge		MSG1_W06	Student has structured knowledge of the areas of functioning of a modern enterprises, including the international market; understands various kinds and elements of business relations in domestic and international environment.									
		MSG1_W09	Student understands the process of decision making done by individuals and organisations, recognizes the role of social and organisational environment in the process of decision-making.									
Verification of learning outcomes - Knowledge												
Outcomes		written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
		MSG1_W06							X	X		
		MSG1_W09					X			X	X	
Skills		MSG1_U01	Student applies the knowledge of economics, finance and international economic relations to analyse and solve analytical problems.									
		MSG1_U02	Student applies necessary functions in Excel spreadsheet and/ or statistical software to analyse selected business problems, is able to find and correctly interpret statistical data appropriate for particular business problem.									

	MSG1_U13	Student has the ability to present and defend his/her own position during short speeches or presentations, supporting that with arguments based on relevant data, theories or scientific literature. Student during preparations is guided by the principles of description and interpretation of economic phenomena consistent with the international business specialisation.
	MSG1_U14	The student deepens his/her communication and co-operation skills in a team within which she solves decision-making problems.

Verification of learning outcomes - Skills

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_U01								X	X		X
MSG1_U02					X				X		
MSG1_U13							X	X	X		X
MSG1_U14							X	X	X		X

Attitudes	MSG1_K01	Student identifies economic knowledge indispensable for solving a decision-making problem - case study, actively seeks additional sources of knowledge and is willing to use the help of experts.
	MSG1_K04	Students act in an entrepreneurial way, they are able to determine the importance of tasks, give tasks a structure, understand their responsibility for of actions taken, foresees risks in the process of solving a decision-making problem.

Verification of learning outcomes - Attitudes

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_K01								X	X		
MSG1_K04								X	X		X

Course contents
Introduction - case study analysis, basic concepts, discussion.

1. Introductory analysis of case study - squeeze out the story as much as possible.

Area I Human resources

2. Implementation of HRM strategies in an international and intercultural environment.

Comparison of domestic and international HRM. New trends in IHRM. Advantages and risks related to expatriates. Planning, recruiting and managing staff in international companies.

Area II Managing finance

3. Investing in Initial Public Offer (IPO) - investors' perspective. Comparison of the primary and secondary market. Advantages and risks related to IPO. Basics of fundamental analysis/ interchangeably with analysis of credit agreement.

4. Sources of funding for business activities. Different types, advantages and disadvantages. The relation between risk and rate of return. Cash flow analysis.

5. Investing in a foreign country - political and country risk.

6. Innovative sources of funding - crowdsourcing and crowdfunding.

Advantages and risks for start-ups. Crowdfunding types (i.e. reward-based, all-or-nothing, equity). Evaluation of real campaigns. Structuring crowdfunding campaign. Target, product/event, media messages, description, calendar and costs.

7. Personal finance - main concepts that help individuals to manage personal budgets.

Area III International context - contemporary problems strategic decisions, supply chain, research and development

8. Building an international company.

Growth strategies of international companies (organic growth vs. acquisition).

Motives for and strategies of internationalisation. Financing growth.

9. Supply chain management - the critical problem in the modern competitive business.

Supply chain management in the high-tech industry. Dealing with disruption.

Supply chain risk management.

10. Exploring international growth opportunities - competition for the growing market.

Form of entering the market (greenfield/joint venture/acquisition).

Rebranding. Corporate structures of international companies.

Recommended reading lists

Primary literature:

Case studies delivered by teachers.

Supplementary literature:

International Business: European Edition, Michael R. Czinkota, Ilkka A. Ronkainen, Michael H. Moffett, Svetla Marinova, Marin Marinov, Wiley, 2009.

R. Mead, T. G. Andrews, International Management. Culture and Beyond, Wiley, 2009.

P. Ghemawat, Regional Strategies for Global Leadership, Harvard Business Review, December 2005.

Mrzygłód U., Adamska-Mieruszewska J., Skurczynski M., Raising money on crowdfunding platforms: the components of success, [in:] Cross-cultural business conference 2018 Proceedings/eds. M. Überwimmer, R. Füreder, M. Gaisch, Shaker Verlag, Aachen 2018, s. 343-352, ISBN: 978-3-8440-5875-8.

Balandynowicz-Panfil, K., *The age management strategy - is it possible in Poland?*, [in:] *Best agers activities in the Baltic Sea region*, ed. by Marcin Forkiewicz, Faculty of Management and Economics, Gdańsk University of Technology, Gdańsk 2011, pp. 130-146.

Contact

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* SS1 - undergraduate studies * SS2 - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations