

|  |              |   |      |                        |                  |                         |                                  |                                |                                 |                         |               |  |
|--|--------------|---|------|------------------------|------------------|-------------------------|----------------------------------|--------------------------------|---------------------------------|-------------------------|---------------|--|
| <b>Course title</b>  |              | Business Case Studies   |      |                        |                  |                         |                                  | <b>ECTS code</b>               |                                 | 14.3.EM.SZ.3117         |               |  |
|  |              |   |      |                        |                  |                         |                                  | <b>ECTS credits</b>            |                                 | 0                       |               |  |
| <b>Name of unit administrating study</b>   |              | IHZ   |      | <b>Field of study</b>  |                  | MSG**                   |                                  | <b>Field of specialisation</b> |                                 | IB;                     |               |  |
| <b>Teaching staff</b>  |              | Urszula Mrzygłód, PhD ; Magdalena Jażdżewska-Gutta, Ph.D.   |      |                        |                  |                         |                                  |                                |                                 |                         |               |  |
| <b>Number of hours</b>   |              |   |      |                        |                  |                         |                                  |                                |                                 |                         |               |  |
| <b>Lectures</b>  | 0            | <b>Classes</b>  | 0    | <b>Tutorials</b>       | 30               | <b>Laboratory</b>       | 0                                | <b>Seminars</b>                | 0                               | <b>Language classes</b> | 0             |  |
| <b>Forma aktywności</b>  |              |   |      |                        |                  |                         | <b>Year&amp;Type of studies*</b> |                                | 3 SS1,                          |                         |               |  |
| <b>Hours with the participation of the academic teacher (including office hours, exams, others):</b>   |              |   |      |                        |                  |                         | <b>Semester:</b>                 |                                | 5,                              |                         |               |  |
| <b>Hours without the participation of the academic teacher (student's self-study, homeworks):</b>  |              |   |      |                        |                  |                         | <b>Type of course:</b>           |                                | obligatory                      |                         |               |  |
| <b>Total number of hours:</b>  |              |   |      |                        |                  |                         | 0                                |                                | <b>Language of instruction:</b> |                         | English       |  |
| <b>Teaching form</b>   |              | in-class learning   |      |                        |                  |                         |                                  |                                |                                 |                         |               |  |
| <b>Teaching methods</b>  |              | Discussion, questioning, Case studies, Collaborating, group activities,   |      |                        |                  |                         |                                  |                                |                                 |                         |               |  |
| <b>Prerequisites (required courses and introductory requirements)</b>  |              |   |      |                        |                  |                         |                                  |                                |                                 |                         |               |  |
| <b>Required courses</b>  |              | None.   |      |                        |                  |                         |                                  |                                |                                 |                         |               |  |
| <b>Introductory requirements</b>   |              | Basic understanding of macro and microeconomics.  |      |                        |                  |                         |                                  |                                |                                 |                         |               |  |
| <b>Assessment method, forms and criteria</b>   |              |   |      |                        |                  |                         |                                  |                                |                                 |                         |               |  |
| <b>Assessment method</b>   |              | Course completion (graded)  |      |                        |                  |                         |                                  |                                |                                 |                         |               |  |
| <b>Assessment criteria</b>   |              | The objective of the course is to familiarize students with the real-life examples of business decisions - business case studies. Students are going to solve case studies, take part in discussion, prepare presentations of solutions. Each activity is going to be graded. |      |                        |                  |                         |                                  |                                |                                 |                         |               |  |
| <b>Course objectives</b>   |              |   |      |                        |                  |                         |                                  |                                |                                 |                         |               |  |
| The objective of the course is to familiarize students with the real-life examples of business decisions - business case studies. Students are going to solve case studies, take part in discussion, prepare presentations of solutions. During the course students are going to develop knowledge, skills and attitudes which enable students to make judgements about the performance of various businesses in a dynamic business environment. |              |   |      |                        |                  |                         |                                  |                                |                                 |                         |               |  |
| <b>Learning outcomes</b>   |              |   |      |                        |                  |                         |                                  |                                |                                 |                         |               |  |
| <b>Knowledge</b>   | MSG1_W03     | Student has basic knowledge about various kinds and elements of business structures, and the relations between them in domestic and international environment.  |      |                        |                  |                         |                                  |                                |                                 |                         |               |  |
|  | MSG1_W06     | Student has structured knowledge of the basic areas of functioning of a modern enterprise, including the international market   |      |                        |                  |                         |                                  |                                |                                 |                         |               |  |
|  | MSG1_W08     | Student knows the basic methods and tools which enable to describe and analyse the functioning of business entities in the international market, and the processes within and between them. The student knows basic methods and tools which support business decision-making. |      |                        |                  |                         |                                  |                                |                                 |                         |               |  |
|  | MSG1_W14     | Student has basic knowledge on business management in international market  |      |                        |                  |                         |                                  |                                |                                 |                         |               |  |
| <b>Verification of learning outcomes - Knowledge</b>   |              |   |      |                        |                  |                         |                                  |                                |                                 |                         |               |  |
| <b>Outcomes</b>  | written exam | oral exam   | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation               | classroom activities           | classroom discussion            | individual project      | group project |  |
| MSG1_W03   |              |   |      |                        |                  |                         |                                  | X                              | X                               |                         | X             |  |
| MSG1_W06   |              |   |      |                        |                  |                         |                                  | X                              | X                               |                         | X             |  |
| MSG1_W08   |              |   |      |                        | X                |                         |                                  | X                              | X                               |                         |               |  |
| MSG1_W14   |              |   |      |                        | X                |                         |                                  | X                              | X                               |                         |               |  |

|        |          |  |
|--------|----------|--|
| Skills | MSG1_U01 | The student identifies and analyses the determinants of business processes.  |
|        | MSG1_U06 | Student applies the knowledge to take new challenges in professional work.   |
|        | MSG1_U07 | The student is able to identify, understand and analyse the links between business and its domestic and international environment.   |
|        | MSG1_U08 | Student can use basic methods and tools which enable to describe and analyse the functioning of business entities in the international market, and the processes within and between them. The student can use these tools and methods to support business decision-making. |
|        | MSG1_U13 | Student has the ability to present and defend his/her own position, supporting that with arguments based on relevant data.   |

**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_U06 |              |           |      |                        |                  |                         |                    | X                    | X                    |                    |               |
| MSG1_U07 |              |           |      |                        |                  |                         |                    | X                    | X                    |                    | X             |
| MSG1_U08 |              |           |      |                        |                  |                         |                    | X                    | X                    |                    | X             |
| MSG1_U13 |              |           |      |                        |                  |                         |                    | X                    | X                    |                    |               |

|           |          |   |
|-----------|----------|---|
| Attitudes | MSG1_K04 | Student can draw logical conclusions and make recommendations about managerial issues |
|           | MSG1_K06 | Student can think and act in an entrepreneurial way.                                  |

**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_K04 |              |           |      |                        |                  |                         |                    | X                    | X                    |                    | X             |
| MSG1_K06 |              |           |      |                        |                  |                         |                    | X                    | X                    |                    | X             |

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

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

**Area I Human resources**

Discussion problems Team work - designing tasks, managing deadlines.

Case 3 Implementation of HRM strategies in international and intercultural environment

**Area II Managing finance**

Case 4 Stock Market: investors' and companies' perspective

Case 5 Personal Finance - credit, loans and mortgages

Case 6 Innovative sources of funding - crowdsourcing, business angels, venture capital

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

Case 7 Building an international company

Case 8 Strategic determinants of business decisions - orientation, planning, entering market

Case 9 Supply chain management - critical problem in modern competitive business

Case 10 Research and development - strategies for internationalization

Case 11 Exploring international growth opportunities - competition for the growing market



**Area IV Business Ethics**

Discussion problem Ethical problems inside and outside organization  
Case 12 Corporate Social Responsibility

Recommended reading lists

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

Contact

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\* SS1- undergraduate studies \* SS2 - graduate studies \* SDang - doctoral studies  
\*\* MSG - International Economic Relations