

Course title	International Business Management					ECTS code	14.3.EM.KL.1085				
						ECTS credits	3				
Name of unit administrating study	IHZ	Field of study	MSG**		Field of specialisation	IB;					
Teaching staff	Renata Orłowska, PhD										
Number of hours											
Lectures	15	Classes	15	Tutorials	0	Laboratory		Seminars	0	Language classes	0
Forma aktywności							Year&Type of studies*	2 SS1,			
Hours with the participation of the academic teacher (including office hours, exams, others):					39	Semester:		4,			
Hours without the participation of the academic teacher (student's self-study, homeworks):					36	Type of course:		obligatory			
Total number of hours:					75	Language of instruction:		English			
Teaching form	in-class learning Faculty of Economics										
Teaching methods	Lectures including multimodal presentations, Activating methods in training classes, Collaborating, group activities,										
Prerequisites (required courses and introductory requirements)											
Required courses	International Economic Relations I										
Introductory requirements	The basic knowledge about the world economy and its main players.										
Assessment method, forms and criteria											
Assessment method	Exam										
Assessment criteria	<p>Lecture part of a course will be assessed in the form of group presentation of the prepared project. Classes part will consist of an active participation in the activities: problem solving in groups and individually, homework tasks.</p> <p>Group Project description:</p> <ol style="list-style-type: none"> <li>1. Selection and proposal of region/country of proposed IB</li> </ol> <p>Name of chosen company (Fortune Global 500 2019)</p> <ol style="list-style-type: none"> <li>1. Description of CSA and FSA factors according to decision made in point 1 (10%)</li> <li>2. FSA-CSA Matrix (10%)</li> <li>3. The VRIO Framework: description of strong and weak sides, VRIO model and decision making process (20%)</li> <li>4. Selection and proposal of entry mode (10%)</li> <li>5. KPI analyses (20%)</li> <li>6. Final results and recommendation (30%)</li> </ol> <p style="text-align: center;">The percentage of points to obtain grades:</p> <p>91%-100% very good (5)</p> <p>81%-90 % good plus (4+)</p> <p>71%-80% good (4)</p> <p>61%-70% satisfactory plus (3+)</p>										

	51%-60% satisfactory (3)
	50% and less - unsatisfactory (2)

Course objectives
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This course provides an overview of the most important topics in international business, including emerging markets, globalisation and comparing markets, business environment in different regions and countries. As well as building an understanding of multinational companies and their strategies. Students will explore how local companies compete against global players.

Learning outcomes
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Knowledge	MSG1_W02	Student understands and is able to correctly use and interpret terms with regard to international business and makes a distinction between theories and concepts of international business
	MSG1_W03	Student has fundamental knowledge about various and essential elements of business structures and institutions, and relations on international market
	MSG1_W05	Student knows differences between international and domestic business and has a deep understanding of business governing regulations in the national, international and global context
	MSG1_W10	Student understands links between global world players with special emphasis on causes, conformity with the rules, magnitude and consequences for the international business
	MSG1_W11	Student has an advanced knowledge about international business institutions and organizations

Verification of learning outcomes - Knowledge
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Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_W02					X			X	X		X
MSG1_W03					X			X	X		X
MSG1_W05								X	X		X
MSG1_W10								X	X		X
MSG1_W11								X	X		X

Skills	MSG1_U01	Student is able to interpret and critically analyse problems and processes of the international business. Student is able to analyse statistical data and knows data sources and their relativeness to international business management. Student is able to use basic terms describing international business
	MSG1_U02	Student has an ability to correctly interpret and assess international business undertakings and business relations between subjects of the world economy and is able to give an adequate interpretation of different aspects of international business
	MSG1_U03	Student uses theoretical phenomena of the international business functioning and can analyze and interpret statistical data and rates allowing to discuss on problems related to international business
	MSG1_U07	Student has an ability to formulate simple research hypothesis and to conduct discussions on business processes taking place in the international market and is able to use correctly terminology regarding the international business
	MSG1_U12	Student can formulate own arguments supported by some theories and opinions presented by distinguished authors and experts as well as statistical data
	MSG1_U16	Student can speak (discussion and presentation) and write in English (project) using international business terminology.

Verification of learning outcomes - Skills
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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	X
MSG1_U02								X	X	X	X
MSG1_U03					X			X	X	X	X
MSG1_U07									X	X	X
MSG1_U12									X	X	X
MSG1_U16						X			X		X
MSG1_U16											

Attitudes	MSG1_K01	Student will get an expertise in the field of international business management what will help to understand the complex interplay between international institutions, multinational corporations and markets. Getting to know permanently changing of international business environment student will realize the importance of the necessity of life-long learning to be able to catch up with these developments, and will acquire competence to use adequate arguments in discussions on international business
	MSG1_K05	Student will have an ability to engage in international endeavours, enhancement of assertiveness and entrepreneurship, what can be important for those who will start-up their own firms as well as those at the vanguard of international business operations and strategy. A deep understanding and knowledge of causes-and-effects links between different subjects of international business will influence student's ethical behaviour in professional live

**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			X		X
MSG1_K05							X	X	X		X

**Course contents**

## Part I (lectures) International Business Management

## 1.Introduction to International Business

- 1.1 Features of International Business
- 1.2 Process of internationalization
- 1.3 Theories of International Business

## 2. General Frameworks in International Business

- 2.1 The basic components of international business
- 2.2 Firm-specific assets/ownership advantages
- 2.3 Location advantages/country-specific assets
- 2.4 The FSA-CSA matrix
- 2.5 The VRIO framework

## 3. Modes of foreign Market Entry



Part II (workshops)- Performance Management in the company

1. The formats of with the sales margin calculation, as a meaning of efficiency
2. KPI's Indicators
3. The impact of the ownership structure on the KPI's selection, their interpretation and accepted priorities in targets achieving
4. The management of the change, on the example of ROYAL AHOLD
5. Channels of sales and omni-channel, the calculation of the profitability of sales
6. The importance of emotions in the process of buying and selling
7. Strategies and failures at the entrance to foreign markets
8. Quality management and "culture" of effective implementation of assumption
9. The strategy of the low prices

Recommended reading lists

Obligatory literature:

A.M.Rugman, S.Collinson, International business, 5th or 6th edition, Pearson

Additional literature:

<http://www.managementstudyguide.com/>

<http://www.valuebasedmanagement.net/>

<http://www.managementheaven.com>

Contact

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