

Title (Internacjonalizacja biznesu)	Code 1011102331011130014
Field Management - Full-time studies - Second-cycle studies	Year / Semester 2 / 3
Specialty Corporate Management	Course elective
Hours Lectures: 1 Classes: 15 Laboratory: - Projects / seminars: -	Number of credits 2
	Language polish

Lecturer:

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Faculty:

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Status of the course in the study program:

-Voluntary course of the study program for the 1st year students . Field of study: Management , stationary studies - II level.

Assumptions and objectives of the course:

-Students should get systematic knowledge and be able to understand: How broadens international company activity, governance policy for investment, innovativeness and export.
An additional aim is to teach students how to build and accomplish global and international firm strategy.

Contents of the course (course description):

- 1. Theoretical and practical globalization aspects
 - 1.1. Globalization in economics theory
 - 1.2. Globalization influence for strategic market activity
 - 1.3. Transnational corporate
 - 1.4. Foreign Direct Investment
 - 1.5. Net and clusters as an competitive advantage
 - 1.5. Mergers and alliances
- 2. International environment analysis
 - 2.1. International environment characteristic
 - 2.2. Primary and secondary data- research and analysis
 - 2.3. International economic integration
- 3. Company internationalization
 - 3.1. Theories, stages and FDI forms.
 - 3.2. International trade of goods and services
 - 3.3 Specific evolution process of polish firms internationalization
 - 3.4. How to estimate internationalization?
- 4. Internationalization of company management
 - 4.1. Global and international marketing strategy
 - 4.2. A concept of partnership marketing In international business
 - 4.3. Strategic planning in international management
- 5. International competitiveness
 - 5.1. New competitiveness advantages

- 5.2. International consumer value chain
- 5.3. International entrepreneurship as a SMC internationalization
- 6. Benefits and demands in international business
 - 6.1. Chances and risks In EU market activity
 - 6.2. Worthwhileness and risk on international transactions

Introductory courses and the required pre-knowledge:

- Basic knowledge in economy

Courses form and teaching methods:

- Oral lectures supported with PowerPoint presentations; small group classes, case studies

Form and terms of complete the course - requirements and assessment methods:

- Written test

Basic Bibliography:

Additional Bibliography: