

<b>STUDY MODULE DESCRIPTION FORM</b>		
Name of the module/subject <b>Business Internationalization</b>		Code <b>1011102231011130672</b>
Field of study <b>Corporate Management - Full-time studies -</b>	Profile of study (general academic, practical) <b>(brak)</b>	Year /Semester <b>2 / 3</b>
Elective path/specialty <b>Corporate Management</b>	Subject offered in: <b>Polish</b>	Course (compulsory, elective) <b>elective</b>
Cycle of study: <b>Second-cycle studies</b>	Form of study (full-time, part-time) <b>full-time</b>	
No. of hours Lecture: <b>15</b> Classes: <b>15</b> Laboratory: <b>-</b> Project/seminars: <b>-</b>		No. of credits <b>2</b>
Status of the course in the study program (Basic, major, other) <b>(brak)</b>		(university-wide, from another field) <b>(brak)</b>
Education areas and fields of science and art <b>technical sciences</b>		ECTS distribution (number and %) <b>2 100%</b>
<b>Responsible for subject / lecturer:</b> dr Ewa Badzińska email: ewa.badzinska@put.poznan.pl tel. +48-61-665-3390 Faculty of Engineering Management ul. Strzelecka 11 60-965 Poznań		<b>Responsible for subject / lecturer:</b> mgr Maciej Szczepankiewicz email: maciej.szczepankiewicz@put.poznan.pl tel. +48-61-665-3390 Faculty of Engineering Management ul. Strzelecka 11 60-965 Poznań
<b>Prerequisites in terms of knowledge, skills and social competencies:</b>		
1	<b>Knowledge</b>	Knows about internationalization process which will then contribute to have an ability to manage on international market.
2	<b>Skills</b>	Has practical skills connected with business internationalization.
3	<b>Social competencies</b>	Understands the need of continuous learning.
<b>Assumptions and objectives of the course:</b> -The main aim is to transfer to the students systematic and complex knowledge from theoretical scope of developing company's entities and the policy of promoting SME (proinnovative and proexport). -The additional aim is to create the skill of building and realizing international and global strategy in company's activity.		
<b>Study outcomes and reference to the educational results for a field of study</b>		
<b>Knowledge:</b>		
1. 1. Have complex knowledge about clusters, forms of international corporations and virtual entities. - [K2A_W04] - [-] 2. 2. Have knowledge about concerns and holdings and relations in organizations and between them. - [K2A_W05] - [-] 3. Knows the methods of analyzing data about participant - [K2A_W11] - [-] 4. 4. Have knowledge about rules of law, their sources, changes and ways of financing the company. - [K2A_W12] - [-] 5. 5. Knows the basic ways of creating and developing individual entrepreneurship, using the knowledge both from technic, economics and management. - [k2A_W18] - [-]		
<b>Skills:</b>		
1. 1. Can rightly interpretate and explain social, cultural, political, law, economic phenomenon and relations between those effects. - [K2A_U01] - [-] 2. 2. Can use theoretical knowledge to describe and analyze reasons and the flow of processes and social phenomenon (cultural, political, law, economics) and can formulate own opinions and choose data and methods of analysis. - [K2A_U02] - [-] 3. 3. Can rightly verify the research hypothesis. - [K2A_U03] - [-] 4. 4. Can prognose and model complex social, cultural, political, law, economic processes by using complex methods and tools from economics and management. - [K2A_U04] - [-] 5. 5. Have ability to propose solutions of problems. - [K2A_U07] - [-]		
<b>Social competencies:</b>		

1. 1. Have awareness of knowledge interdisciplinarity and skills necessary to deal with complex problems in organizations and the necessity of creating interdisciplinary teams. - [S2A\_K06] - [-]
2. 2. Is able to see the complexity of social and economic phenomenon and to find the reasons-effect relation. - [S2A\_K03] - [-]

### Assessment methods of study outcomes

Forming assessment:

- a) Classes: Current control of the level of knowledge verified in the discussion and questions asked during classes.
- b) Lecture: basing on questions asked during the lecture, which refer to previous lectures on the subject.

Final assessment

Final test checking the total of knowledge on the subject obtained during classes and lectures. Required at least 60% of correct answers.

### Course description

- 1. Theoretical and practical aspects of globalization process.
  - 1.1. Globalization in economics.
  - 1.2. The influence of globalization on the strategy of acting entity's on the market.
  - 1.3. International corporations.
  - 1.5. Nets and clusters in creating competitive advantage
2. International environment analysis.
  - 2.1. The characteristic of international environment.
  - 2.2. Finding and analyzing the data.
  - 2.3. Internationam economic integration.
3. The internationalization process.
  - 3.1. Theory, phases and forms of internationalization.
  - 3.2. International flow of goods and services.
  - 3.3. The characteristic of Polish companies in internationalization process.
  - 3.4. Methods of evaluation the internationalization process.
4. International competitiveness.
  - 4.1. New sources of international competitiveness.
  - 4.2. International enterprenourship as SME's inernationalization.
5. Advantages and rules of business internationalization (rules and duties).
  - 5.1. Chances and threats of acting on UE's market.
  - 5.2. Profitability and risk in international transaction.

#### Basic bibliography:

1. Jan Rymarczyk, Biznes międzynarodowy , PWE 2012
2. Kompendium wiedzy o Unii Europejskiej, red. E. Małuszyńska, B. Gruchman, Wyd. Naukowe PWN, Warszawa 2012.
3. Międzynarodowe stosunki gospodarcze : wybrane zagadnienia / Skawińska E. [red.]. - Poznań : Wydaw. Politechniki Poznańskiej, 2010
4. Rosińska-Bukowska M., Rozwój globalnych sieci biznesowych jako strategia konkurencyjna korporacji transnarodowych, Wyd. Uniwersytetu Łódzkiego, Łódź 2012.
5. Badzińska E., The exemplification of the concept of born-global enterprises by technology start-ups, International Business and Global Economy 2016, no. 35/2, pp. 367-378
6. Wiedersheim-Paul F., Olson H. C., Welch L. S. (1978), Pre-Export Activity: The First Step in Internationalization, Journal of International Business Studies, Vol. 9 (1).
7. Borowiecki R., Siuta-Tokarska B., Konkurencyjność przedsiębiorstw i konkurencyjność gospodarki Polski - zarys problemu, Nierówności Społeczne a Wzrost Gospodarczy, 2015, vol. 41, s. 52-66
8. Badzińska E., The Conceptualization of an Innovative Business Model ? the Case of a Technology Enterprise, Institute of Economic Research Working Papers No. 6, Toruń 2017

#### Additional bibliography:

1. Stigliz J. E. (2004), Globalizacja, Wydawnictwo Naukowe PWN, Warszawa.
2. Porter M. E., Kramer M. R. (2011), The Big Idea: Creating Shared Value, Harvard Business Review No. 89 (1/2).
3. Gorynia M., Jankowska B. (2008), Klastry a międzynarodowa konkurencyjność i internacjonalizacja przedsiębiorstwa, Wydawnictwo Difin, Warszawa.
4. Raporty UNCTAD, UE, BS, OECD 7. Strony internetowe GUS, EUROSTAT, WTO, JMO, WFE
5. Eugeniusz Najlepszy (red. nauk.), Biznes międzynarodowy a internacjonalizcja gospodarki narodowej AE Poznań 2005
6. Badzińska E., Brzozowska-Woś M., Entrepreneurship in Virtual Economy: the Case of Currency One SA, Journal of Management and Business Administration Central Europe, 2017, vol. 25(3), pp. 2-19

<b>Result of average student's workload</b>		
<b>Activity</b>	<b>Time (working hours)</b>	
1. Lectures	15	
2. Classes	15	
3. Consultation	1	
4. Preparation for the final test	28	
5. Final test	1	
<b>Student's workload</b>		
<b>Source of workload</b>	<b>hours</b>	<b>ECTS</b>
Total workload	60	2
Contact hours	32	1
Practical activities	28	1