



COURSE DESCRIPTION CARD - SYLLABUS

Course name

International Business

Course

Field of study

Management and production engineering

Area of study (specialization)

Level of study

Second-cycle studies

Form of study

full-time

Year/Semester

2/3

Profile of study

general academic

Course offered in

polish

Requirements

elective

Number of hours

Lecture

15

Laboratory classes

Other (e.g. online)

Tutorials

Projects/seminars

Number of credit points

2

Lecturers

Responsible for the course/lecturer:

PhD Małgorzata Rembiasz

Responsible for the course/lecturer:

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Faculty of Management Engineering

Jacka Rychlewskiego 2, 60-965 Poznań

Prerequisites

basic knowledge of economics and finance

Course objective

Acquainting students with the processes related to the functioning of enterprises on international markets as well as the processes of internationalization and globalization in the world economy.

Course-related learning outcomes

Knowledge

1. The student knows the process of globalization of the world economy
2. The student knows the basic instruments of internationalization of enterprises.



3. The student knows how to explain the advantages and disadvantages of globalization.

Skills

1. The student has the ability to plan activities in the field of foreign expansion of the enterprise
2. The student is able to choose the optimal instruments of internationalization of enterprises depending on their size
3. The student has the ability to solve problems related to the company's expansion to the foreign market.

Social competences

1. The student actively cooperates in the group taking various roles.
2. The student thinks and acts in an entrepreneurial manner.
3. The student makes decisions on the use of appropriate instruments for internationalization of enterprises.

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

The final test at the last lecture is 70 points, the task is performed individually or in a group of 30 points. Activity during the lecture (e.g. participation in discussions) - additional points.

Programme content

1. Globalization of the world economy
2. Trade as a basic form of international business
3. The concept and forms of foreign investments
4. Strategies for internationalization of enterprises
5. Competitive strategies on international markets
6. Small and medium-sized enterprises on global markets
7. Types of transactions in international business
8. Transport and shipping in international trade

Teaching methods

1. Lecture: traditional lecture with the use of multimedia presentations, problem lecture - discussion with the audience on solving a given problem, seminar lecture - involving students in the discussion, controlling the course of the lecture depending on the answers given.
2. Case study



Bibliography

Basic

Rymarczyk Jan, Handel zagraniczny. Organizacja i technika, PWE, 2017

Drela K. (i wsp. autorzy) Handel zagraniczny. Obroty towarowe i usługowe Polski w ujęciu regionalnym. Wybrane zagadnienia, Wydawnictwo Naukowe Uniwersytetu Szczecińskiego, 2019.

Rymarczyk J., Biznes międzynarodowe, PWE, 2012

Additional

Donald A. Ball i in. International Business, MC Graw-Hill, Eleventh Edition, Boston 2008

Stępień Beata, Handel zagraniczny. Studia przypadków, Polskie Wydawnictwo Ekonomiczne, Warszawa 2015

Kasperkowiak, W., Rembiasz, M. (2017). Internationalization of enterprises as assessed by university students: prospective and current entrepreneurs. Research on Enterprise in Modern Economy – Theory and Practice, 4, 159–172

Breakdown of average student's workload

	Hours	ECTS
Total workload	50	2,0
Classes requiring direct contact with the teacher	30	1,0
Student's own work (literature studies, preparation for laboratory classes/tutorials, preparation for tests/exam, project preparation) ¹	20	1,0

¹ delete or add other activities as appropriate