



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Managing International and Network Corporations [S2IZarz1-ZPP>ZKMiPS]

Course

Field of study

Engineering Management

Year/Semester

2/3

Area of study (specialization)

Managing Enterprise of the Future

Profile of study

general academic

Level of study

second-cycle

Course offered in

Polish

Form of study

full-time

Requirements

compulsory

Number of hours

Lecture

30

Laboratory classes

0

Other

0

Tutorials

15

Projects/seminars

0

Number of credit points

1,00

Coordinators

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Lecturers

Prerequisites

Enterprise management

Course objective

providing knowledge of the theory of managing a multinational company and network companies, acquiring practical skills in analysing and designing strategies and operational standards for managing international operations

Course-related learning outcomes

Knowledge:

The student defines and describes advanced methods of modeling information and decision-making processes used in the management of multinational corporations, with particular emphasis on cross-cultural communication and global strategies [P7S_WG_02].

The student classifies and characterizes contemporary problems and challenges of multinational corporations, analyzing the dynamics and complexity of international operations [P7S_WG_04].

The student identifies various management structures and strategies in network enterprises, analyzing business models and their effectiveness in global markets [P7S_WG_06].

The student uses market data acquisition methods to develop strategies tailored to global business [P7S_WG_07].

Skills:

The student interprets complex social processes and phenomena, including the impact of culture on the management of multinational corporations [P7S_UW_01].

The student critically evaluates and applies the acquired knowledge to formulate innovative management strategies in the international environment [P7S_UW_03].

The student analyzes economic, political and legal phenomena affecting the activities of multinational corporations [P7S_UW_06].

The student applies legal and ethical norms in solving management problems in multinational corporations [P7S_UW_08].

Social competences:

The student designs and evaluates interdisciplinary management strategies in the complex environment of multinational corporations, presenting concrete examples of the integration of various fields of knowledge [P7S_KK_01].

The student implements and evaluates projects that respond to the challenges of global business, presenting a concrete plan of action and a method for evaluating their effectiveness [P7S_KO_01].

The student initiates and evaluates initiatives for the development of international and network communities, presenting the results and impact of these initiatives on specific organizational goals [P7S_KO_02].

The student analyzes and presents cases in which ethical and cultural aspects have had a significant impact on management in an international environment, illustrating his/her conclusions with examples from business practice [P7S_KR_01].

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Knowledge from lectures is verified by a written test. Written test in two versions: 1/ 5 open questions, 2/ 10 multiple choice test questions. Maximum number of points = 100. Passing grade from 65 points. Knowledge from exercises is verified by defending the project

Programme content

-The specifics of the international and global company environment. Levels of building the strategy of an international company; competences and decision-making problems. Strategies at the corporate level; strategic orientation and development policy. Strategies at the level of SJB; strategies of entering foreign markets and competition strategies. Functional strategies and management of international operations; marketing strategies, research and development strategies, technical and production strategies, procurement strategies, financial strategies, human resources strategies, organizational strategies. Case studies. Draft strategies and operating standards for large and small international and network companies

Course topics

The specifics of the international and global company environment. Levels of building the strategy of an international company; competences and decision-making problems. Strategies at the corporate level; strategic orientation and development policy. Strategies at the level of SJB; strategies of entering foreign markets and competition strategies. Functional strategies and management of international operations; marketing strategies, research and development strategies, technical and production strategies, procurement strategies, financial strategies, human resources strategies, organizational strategies. Case studies. Draft strategies and operating standards for large and small international and network companies

Teaching methods

1. lecture: Monographic lecture, case studies
- 2 Exercises: multimedia presentation illustrated with examples given on the board and project execution

Bibliography

Basic:

1. Branowski M., Pawłowski E., Trzcieliński S., Przedsiębiorstwo międzynarodowe, Wydawnictwo Politechniki Poznańskiej, poznań 2013
2. Czinkota M.R., Ronkainen I.A., Moffett M.H., International business, Thomson, USA, 2005
3. Rozkwitalska M., Zarządzanie międzynarodowe, Difin, Warszawa, 2007
4. Rymarczyk J., Internacjonalizacja i globalizacja przedsiębiorstwa, PWE, Warszawa, 2004
5. Sowa K., Strategie konkurencji korporacji ponadnarodowych, ., Difin, Warszawa, 2006

Additional:

1. Fonfara K., Gorynia M., Najlepszy E., Schroeder J, Strategie przedsiębiorstw w biznesie międzynarodowym, Wydawnictwo AE w Poznaniu , Poznań, 2000

Breakdown of average student's workload

	Hours	ECTS
Total workload	50	1,00
Classes requiring direct contact with the teacher	45	1,00
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	5	0,00