



COURSE SPECIFICATION

Course code	full-time studies	Z-ZB-E-405
	part-time studies	-
Course title in English	International business	
Course title in Polish	Biznes międzynarodowy	
Valid from academic year	2025/2026	

PLACEMENT IN THE TEACHING PROGRAM

Programme of study	BUSINESS MANAGMENT
Level of education	1st degree
Studies profile	academic
Form and mode of study	full-time programme
Scope	all
Academic unit responsible for the course	Department of Economics and Finance
Course coordinator	prof. dr hab. inż. Jerzy Stadnicki / dr Anna Żyła
Approved by	dr hab. inż. Dariusz Bojczuk, prof. uczelni

GENERAL CHARACTERISTIC OF THE COURSE

Teaching block		Directional subject
Course status		Obligatory
Language of instruction		English
Semester of delivery	full-time studies	Semester IV
	part-time-studies	-
Prerequisites		Microeconomics, Macroeconomics, Organisation and management, Marketing
Exam (YES/NO)		YES
ECTS		5

Method of conducting classes		lecture	classes	laboratory	project	other
Number of hours per semester	full-time	30	15		15	
	part-time					



LEARNING OUTCOMES

Category	Outcome code	Course learning outcomes	Reference to the directional learning effect
Knowledge	W01	The student has knowledge of the contemporary global economy. At an advanced level, he or she knows and understands theories explaining the behavior of enterprises and other entities operating on the international market, taking into account their historical evolution.	ZB1_W03
	W02	The student knows the strategies for internationalization of business and forms of enterprise entry into foreign markets, including forms of foreign trade and foreign direct investment. At an advanced level, knows and understands the opportunities and threats associated with conducting business on an international scale.	ZB1_W03
	W03	Student ma wiedzę z zakresu zarządzania przedsiębiorstwem międzynarodowym, w tym m.in. dotyczącą narzędzi marketingowych, metod zarządzania zasobami ludzkimi, ryzykiem politycznym i walutowym, zarządzania finansami przedsiębiorstwa w skali międzynarodowej.	ZB1_W07
Skills	U01	The student has the ability to identify forms of conducting international business using examples of companies operating on an international scale. He is able to indicate the motives for undertaking international activities by companies.	ZB1_U03
	U02	The student is able to analyze the opportunities and threats related to conducting business on the international market, taking into account potential and real threats.	ZB1_U03 ZB1_U11
	U03	The student is able to prepare a research project on a given topic related to international business and to edit it correctly in terms of content, form and language, as well as present it to a group using multimedia tools.	ZB1_U13
	U05	The student is able to use the knowledge he has to analyze the processes and phenomena occurring in the global economy and to solve problems related to managing an international enterprise.	ZB1_U01
Social competences	K01	The student understands the need to improve their professional qualifications in the field of internationalization and globalization of the company's operations in connection with changing market conditions on a national and international scale.	ZB1_K02
	K02	The student is aware of the importance of knowledge in the field of management, economics and the need to know foreign languages in conducting international activities.	ZB1_K01
	K03	The student is ready to act in an entrepreneurial manner, taking into account the risks resulting from conducting business in an international environment.	ZB1_K04



COURSE CONTENT

Method of conducting classes	Course content
lecture	Introduction to international business. Basic concepts. Entities on the international market. Historical approach to international business. International business vs. international economic relations. The external environment of international business. The essence and characteristics features of the modern world economy. Globalisation and its impact on the development of businesses in the international market. Regionalism Business internationalisation - concept, essence and models. Theories of enterprise internationalisation. Motives for internationalisation of business. Trade as the basic form of international business. Foreign direct investment (FDI) as a developed form of international business. The concept and forms of FDI. The impact of FDI on the home and host economy. Transnational corporations in the global economy. Foreign market entry strategies. Factors influencing the choice of the form of activity on the foreign market. Competition strategies of international enterprises. Marketing strategies. Human resources management strategies. Financial strategies. Political risk management strategies. Research and development strategies. Small and medium-sized enterprises in the global economy. The concept and essence of clusters. Government programs to activate internationalization. International organizations and their impact on the international activities of enterprises.
classes	Internationalization and globalization of enterprises - a review of basic concepts and the Oxford debate. Types of conducting business in foreign markets - case studies. Organisation of foreign trade. Organisational structures of multinational enterprises. Practical exercises in the field of international payments and settlements. The concept and classification of international economic transactions. The essence of transactions in international trade. Intermediaries in foreign trade. International trade regulations – INCOTERMS. Transport and spedition in international trade. Resolution of disputes in international trade. International competitiveness and innovativeness of enterprises.
project	The project consists in characterising the organisational structure of a selected multinational enterprise, its strategy for entering new foreign markets and in analysing the success factors and barriers it has faced during the internationalisation of its activities. The project is prepared individually by each student or in pairs and presented in class using multimedia tools.

METHODS FOR VERIFYING LEARNING OUTCOMES

Outcome code	Learning outcomes verification methods					
	Oral examination	Written examination	Test	Project	Report	Other
W01		X				
W02		X				
W03		X				
U01			X			X
U02			X	X		X
U03				X		
U04			X	X		X
K01			X			X
K02			X			X
K03			X	X		X



FORM AND CONDITIONS OF ASSESSMENT

Form of classes	Assessment type	Assessment Criteria
lecture	Examination	Obtaining at least 50% points in the written examination.
classes	Credit with grade	Obtaining at least 50% of points in the semester colloquium, active participation in classes.
project	Credit with grade	Obtaining a positive assessment of the project presentation in the group forum.

STUDENT WORKLOAD

ECTS Balance							
No.	Activity type	Student workload					Unit
		full-time					
1.	Scheduled contact hours	W	C	L	P	S	h
		30	15		15		
2.	Other (consultations, exams)	4	2		2		h
3.	Total number of contact hours	68					h
4.	Number of ECTS credits for contact hours	2,7					ECTS
5.	Number of hours of independent student work	57					h
6.	Number of ECTS points that a student obtains through independent work	2,3					ECTS
7.	Workload related to practical classes	63					h
8.	Number of ECTS credit points which a student receives for practical classes	2,5					ECTS
9.	Total number of hours of a student's work	125					
10.	ECTS credits for the course <i>1 1 ECTS credit =25 student learning hours</i>	5					ECTS

W - LECTURE C - CLASSES L - LABORATORY P - PROJECT S - SEMINAR

READING LIST

1. Drelich-Skulska B., Domiter M., Jankowiak A.H. (ed.), (2018), *International Business in the global world*, Publishing House of Wrocław University of Economics, Wrocław.
2. Hill C.W.L., (2022), *International Business: Competing in the global marketplace*, 14th Edition, McGraw-Hill Education.
3. Griffin R.W., Pustay M., (2019), *International Business: A Managerial Perspective*, Global Edition, 9th Edition, Pearson.