



COURSE SPECIFICATION

Course code	full-time studies	Z-ZB-E-410b
	part-time studies	-
Course title in English	Management in Global Economy	
Course title in Polish	Zarządzanie w gospodarce światowej	
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 Management and Organization
Course coordinator	dr hab. Janusz Kot, prof. uczelni
Approved by	dr hab. inż. Dariusz Bojczuk, prof. uczelni

GENERAL CHARACTERISTIC OF THE COURSE

Teaching block	Directional subject	
Course status	Elective	
Language of instruction	English	
Semester of delivery	full-time studies	Semester IV
	part-time-studies	-
Prerequisites	Organization and management, Marketing, Macroeconomics	
Exam (YES/NO)	NO	
ECTS	3	

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



LEARNING OUTCOMES

Category	Outcome code	Course learning outcomes	Reference to the directional learning effect
Knowledge	W01	Student has knowledge about the evolution of the concept of strategic management and types of corporate strategies, including global corporations	ZB1_W01
	W02	Student knows and understands the processes and changes taking place in the environment of modern enterprises, taking into account global markets and products	ZB1_W02 ZB1_W03 ZB1_W07
	W03	Student knows and understands the concepts of strategic analysis of enterprises.	ZB1_W07
Skills	U01	Student is able to search for information on various aspects of the functioning of enterprises in sectors, analyze it, interpret it and draw conclusions.	ZB1_U02
	U02	Student is able to apply individual methods in the field of strategic analysis of the macro-environment, micro-environment and enterprise.	ZB1_U03 ZB1_U04
	U03	Student is able to analyze collected data and, on their basis, forecast economic processes and phenomena in order to solve problems that arise in a changing environment.	ZB1_U02 ZB1_U03
	U04	Student knows the vocabulary and uses English in the field of enterprise management and the global economy.	ZB1_U12
Social competences	K01	Student is aware of the need to improve professional qualifications in connection with economic progress.	ZB1_K02 ZB1_K04
	K02	Student is able to work in a group within the framework of designated organizational roles, improving their organizational and managerial skills, while demonstrating respect for different positions.	ZB1_K03 ZB1_K07

COURSE CONTENT

Method of conducting classes	Course content
lecture	Global economy - meaning and dimensions. Global trends in contemporary economy. Management as a way in achieving competitive position in global economy. Global products and services. Main players on global market. Strategic management in global economy. The role and influence of international on global economy. The critics of global corporation.
project	Elaboration of case studies on chosen global companies – strategies, tools, development

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		
U03				X		
U04			X	X		
K01				X		
K02				X		

FORM AND CONDITIONS OF ASSESSMENT

Form of classes	Assessment type	Assessment Criteria
lecture	Credit with grade	Obtaining at least 50% of possible points in the written test.
project	Credit with grade	Active participation in the work of the working group, timely submission of the final paper and obtaining a minimum grade of satisfactory in the project.

STUDENT WORKLOAD

ECTS Balance							
No.	Activity type	Student workload					Unit
		full-time					
1.	Scheduled contact hours	W	C	L	P	S	h
		15			15		
2.	Other (consultations, exams)	2			2		h
3.	Total number of contact hours	34					h
4.	Number of ECTS credits for contact hours	1,4					ECTS
5.	Number of hours of independent student work	41					h
6.	Number of ECTS points that a student obtains through independent work	1,6					ECTS
7.	Workload related to practical classes	38					h
8.	Number of ECTS credit points which a student receives for practical classes	1,5					ECTS
9.	Total number of hours of a student's work	75					
10.	ECTS credits for the course <i>1 1 ECTS credit =25 student learning hours</i>	3					ECTS

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

READING LIST

1. Steers R. M., Nardon L. (2015), *Managing in Global Economy*, Routledge, Taylor and Francis Group, New York.