

SUBJECT CARD

1. Basic information

Subject	Product Management in International Business
Faculty	Faculty of Law
Field of studies	International Relations
Specialization	international business
PRK level	7 PRK
Education level	second-degree studies
Form of studies	full-time studies
Group of activities	—
Number of ECTS points	4
Type of subject	specialization
Total number of hours	20 h
Didactic cycle	2023/2024 winter
Academic semester	1
Academic year	1
Education profile	general academic
Year of implementation	2023/2024
Language of instruction	English
Teacher(s)	dr Krzysztof Wańniewski

Semester, number of ECTS points, type of subject, number of hours

Semester	Lecture
1	20 godz. 4 ECTS

2. General objectives

C 1	The purpose of this course is to develop and refine students' knowledge and skills as regards business planning, notably in the perspective of international business, i.e. the type of business where the choice of geographical location is a major strategic decision.
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3. Introductory requirements

Fluent command of English, both written and spoken, is a must. A good grasp of economics, management, and finance will be a plus.

4. Learning outcomes

W1	Knowledge: The student knows and understands the concept of international business, i.e. the type of business where the choice of geographical location understood as a choice of national market is a major strategic decision.
W2	Knowledge: The student knows and understands the basic principles of economics and management which underlie a business plan for an international business.
W3	Knowledge: The student knows and understands the structure and the logic of a business plan.
U1	Skills: The student is demonstrably able to prepare a full business plan, including market research and financial planning.
U2	Skills: The student is able to explore the 'investor relations' sites of listed companies, as well as find, read and interpret their annual reports.
K1	Social competence: The student is able to carry out and complete a semester-long project, which consists in preparing a business plan.

5. Course program

Lecture (20 h)

Code	Detailed description of the topic blocks (semester: 1)
Wyk1	Business planning for international business. How to assess to what extent and in what respect the choice of geographical location is a strategic decision in the given business concept.
Wyk2	The structure and logic of a business plan. Emulation of a business by studying the annual reports of publicly listed companies, similar in terms of the core business concept.
Wyk3	Geographical choices as strategic decisions in a business. Identification of component parts in the business where geographical choices become strategic.
Wyk4	Geographically diversified business structures. Types of contracts which allow geographical flexibility in a business: international sale contracts, partnership contracts, company contracts, joint ventures, intellectual property and licensing.
Wyk5	Functional breakdown of product management in international business. Definition of the product, in connexion with the core business concept and the core processes of the organisation. Internationalisation of the product: customisation and legal protection.

6. Didactic methods

Lecture	
M1	Case study
M3	Brainstorm
M6	Discussion
M13	E-learning methods
M15	Work on projects
M17	Multimedia presentation
M19	Case study
M20	Learning from the problem
M21	Use of distance learning tools

7. Student workload

Number of hours under supervision	Student workload
Lecture	20 h
Including e-learning:	0 h

Student's own work	
	80 h

Total workload	
Total number of hours for the course	100 h
Total number of ECTS points	4 ECTS

8. Conditions for course completion

Course completion criteria

Students graduate the course of 'Product Management in International Business' by preparing a business plan with a significant component of international business, i.e. a business plan which entails strategic decisions as for the geographical location of the whole business or parts thereof (e.g. geographical choice of suppliers, customers, headquarters etc.).

Lectures (Final exam / Final pass)	
Grade 5:	The student has prepared a comprehensive, exhaustive business plan, including: a) informed, comprehensive market research based on the online sources; facts collected in the market research have been interpreted and utilised in the business plan b) meaningful description of the business concept, i.e. the way of creating and capturing value added c) logical analysis of the geographical component, i.e. which geographical choices are strategic for that business and in what manner d) correct financial forecasts, namely: a) forecast of revenues, costs and income b) forecast of the capital base, in the form of prospective balance sheet c) forecast of cash flows.
Grade 4,5:	This is a case intermediate between 4,0 and 5,0.
Grade 4:	The student has prepared a business plan, which develops, with clearly uneven depth and quality, on the following: a) market research based on the online sources b) description of the business concept, i.e. the way of creating and capturing value added c) analysis of the geographical component, i.e. which geographical choices are strategic for that business and in what manner d) financial forecasts, namely: a) forecast of revenues, costs and income b) forecast of the capital base, in the form of prospective balance sheet c) forecast of cash flows.
Grade 3,5:	This is a case intermediate between 3,0 and 4,0.
Grade 3:	The student has prepared a basic, cursory business plan, which touches upon, yet poorly develops on the following: a) market research based on the online sources b) description of the business concept, i.e. the way of creating and capturing value added c) analysis of the geographical component, i.e. which geographical choices are strategic for that business and in what manner d) financial forecasts, namely: a) forecast of revenues, costs and income b) forecast of the capital base, in the form of prospective balance sheet c) forecast of cash flows.

9. Literature

Basic literature

1. Business Planning: A Guide to Business Start-Up
Author David Butler
Publisher Routledge, 2007
ISBN 1136423486, 9781136423482

Supplementary literature

1. 2030: How Today's Biggest Trends Will Collide and Reshape the Future of Everything
Author Mauro F. Guillen
Publisher St. Martin's Publishing Group, 2020
ISBN 1250268184, 9781250268181
2. Business Model Innovation Strategy: Transformational Concepts and Tools for Entrepreneurial Leaders
Authors Raphael Amit, Christoph Zott
Publisher John Wiley & Sons, 2020
ISBN 1119689686, 9781119689683

10. Additional information for students

Students can contact me, Krzysztof Waśniewski, at kwasniewski@afm.edu.pl .

11. Information about academic teachers

The person responsible for the card

dr Krzysztof Waśniewski (e-mail: kwasniewski@uafm.edu.pl)

Teacher(s) conducting the subject

dr Krzysztof Waśniewski (e-mail: kwasniewski@uafm.edu.pl)