



UNIWERSYTET
Andrzeja Frycza Modrzewskiego
w Krakowie

SUBJECT CARD

1. Basic information

Subject	International Business
Faculty	Faculty of Law, Administration and International Relations
Field of studies	International Relations
Specialization	international business
PRK level	6 PRK
Education level	first-cycle studies
Form of studies	full-time studies
Group of activities	—
Number of ECTS points	3
Type of subject	specialization
Total number of hours	30 h
Didactic cycle	2024/2025 winter
Academic semester	1
Academic year	1
Education profile	general academic
Year of implementation	2024/2025
Language of instruction	English
Teacher(s)	dr Krzysztof Wańniewski

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

Semester	Lecture
1	30 godz. 3 ECTS

2. General objectives

C1	To allow the students understand the global business environment, various managerial styles, and multicultural particularities of internationally-oriented companies.
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3. Introductory requirements

Basic knowledge of Economics

4. Learning outcomes

W1	Knowledge: the global manager's environment and particularities of international business environment.
U1	Skills: to cooperate in multinational teams of International companies.
K1	Social competence: identify the effects of business internationalization on socio-economic development of countries, societies and companies.

5. Course program

Lecture (30 h)

Code	Detailed description of the topic blocks (semester: 1)
Wyk1	Managers and their Environment
Wyk2	Cultural Issues of Global Management
Wyk3	Business Communication
Wyk4	Cross-Cultural Negotiation & Decision-Making
Wyk5	Managerial Roles and Management Styles
Wyk6	Design & Implementation of Business Strategies
Wyk7	Organizational Structures
Wyk8	Corporate Control Systems
Wyk9	Human Resources Management
Wyk10	Business Ethics and Corporate Social Responsibility
Wyk11	Competitive Leadership Recapitulating the Particularities of International Business

6. Didactic methods

Lecture	
M1	Case study
M3	Brainstorm
M6	Discussion
M11	Learning by doing
M15	Work on projects
M16	Group work
M17	Multimedia presentation
M18	Problem solving
M19	Case study
M20	Lecture
M20	Learning from the problem

7. Student workload

Number of hours under supervision	Student workload
Lecture	30 h
Including e-learning:	0 h

Student's own work	
	45 h

Total workload	
Total number of hours for the course	75 h
Total number of ECTS points	3 ECTS

8. Conditions for course completion

Lectures (Final exam / Final pass)	
Grade 5:	Student's knowledge exceeds the standard requirements of the programme, the student demonstrates a deep understanding of the particularities of international business and is able to link his or her business knowledge with benefits for the civil society.
Grade 4,5:	Student's knowledge fully meets the requirements of the programme and the student is capable of applying the acquired knowledge to real situations in international business.
Grade 4:	Student's knowledge fully meets the requirements of the programme, however the student is not able to apply the acquired knowledge to more complicated business situations.
Grade 3,5:	Student's knowledge meets the requirements of the programme at an average level, however there are still some deficiencies in the acquisition of knowledge.
Grade 3:	The programme has been acquainted generally, but the student cannot prove a deeper understanding of major issues.

9. Literature

Basic literature

- Hill, Ch. (2022). International Business: Competing in the Global Marketplace (14th ed.). McGraw-Hill Education.

Supplementary literature

- Geringer, M., & McNett, J. (2022). International Business (3rd ed.). McGraw-Hill.
- Deresky, H., & Miller, S.R. (2022). International Management: Managing Across Borders and Cultures, Text and Cases (10th ed.). Pearson Education Ltd.

Lecturer's publications

- Ficek, W., & Gwlik, R. (2022). A Comparative Analysis of Regional Integration Potential in the Asia-Pacific Region. *International Entrepreneurship Review*, 8(4), 25-39. DOI: 10.15678/IER.2022.0804.02
- Gawlik, R. (2019). *Enhancing Managerial Decision-Making through Multicriteria Modeling*. Cracow University of Technology Press.

10. Additional information for students

Most of the points will be attributed based on group work in class - therefore your presence in these classes is mandatory. If you are not working in class, points for group work cannot be made up for at home.

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)