**SYLLABUS**

**regarding the qualification cycle FROM 2024 TO 2025**

1. Basic Course/Module Information

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| Course/Module title | The Organization and Management of International Business |
| Course/Module code \* | *ERASMUS+*  |
| Faculty (name of the unit offering the field of study) | *College of Social Sciences* |
| Name of the unit running the course | *Institute of Economics and Finance* |
| Field of study | Economics |
| Qualification level  | Master's degree |
| Profile | *General academic* |
| Study mode | *Full-time* |
| Year and semester of studies |  |
| Course type | *Elective specialized contents group* |
| Language of instruction | English |
| Coordinator | Mariola Grzebyk, PhD, DSc  |
| Course instructor | Mariola Grzebyk, PhD, DSc |

\* - as agreed at the faculty

1.1.Learning format – number of hours and ECTS credits

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Semester(n0.) | Lectures | Classes | Colloquia | Lab classes | Seminars | Practical classes | Internships | others | **ECTS credits**  |
|  |  | 30 |  |  |  |  |  |  | 5 |

1.2. Course delivery methods

- conducted in a traditional way

- involving distance education methods and techniques

1.3. Course/Module assessment

Pass with a grade

2. Prerequisites

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| English knowledge  |

3. Objectives, Learning Outcomes, Course Content, and Instructional Methods

3.1. Course/Module objectives

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| The aim of the tutorship is handling over the basic, actual and fully captured knowledge from the organization and management of international business range. Such knowledge constitute as the base of identifying the problems occurring in the process of enterprise creation, functioning and development in the international concept. Moreover, it helps in problems solving in economic, organizational, social and cultural aspect. |

3.2. Course/Module Learning Outcomes (to be completed by the coordinator)

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| --- | --- | --- |
| Learning Outcome | The description of the learning outcome defined for the course/module | Relation to the degree programme outcomes |
| EK\_01 | Defining the role and characterizing the stages of management process (also in international concept): planning, organizing, leading, controlling  | K\_W05 |
| EK\_02 | Describe organizational forms of companies | K\_W13 |
| EK\_03 | Identify manifestations of entrepreneurship in individuals | K\_W14 |
| EK\_04 | Apply theoretical economic knowledge in resolving basic economic issues | K\_U02 |
| EK\_05 | Design simple research tasks and propose their implementation  | K\_U04 |
| EK\_06 | Able to work in groups taking on varied roles and accepting co-responsibility for the accomplishment of tasks | K\_K01 |
| EK\_07 | Willingly identify determinants of a given process and proffers own solutions | K\_K05 |

**3.3. Course content (to be completed by the coordinator)**

1. Lectures
2. Classes, tutorials/seminars, colloquia, laboratories, practical classes

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| Content outline  |
| The nature of business: business ideas, business plans, evaluating business start-ups |
| Entrepreneurship: nature of entrepreneurship, factors influencing entrepreneurship, deciding what type of business to pursue |
| Business organization: sole trades and partnerships, limited companies, not for profit organizations, public sector organizations – characteristic, advantages and disadvantages. |
| Starting a new firm, developing a business plan, obtaining resources, small business, |
| International management: the nature of international management, assessing the international environment (environmental impact and managing in selected countries), gauging international strategic issues |
| Business finance: cost, revenue, profit, contribution |
| Handling social responsibility and ethical issues |
| The challenge of management-an overview |
| Models of organization. Traditional organization and new models of companies - features |
| Management as a process: planning, organizing, leading, controlling- introductory remarks |
| Planning and decision making: establishing organizational goals and plans, benefits of goals, level of goals, mission, vision, steps in an effective decision making process, barriers to effective decision making, group decision making |
| Strategic management: the concept, the role of competitive analysis in strategy formulation, formulating business level strategy, strategy implementation |
| Organizing: the nature of organization structure, the organization chart, types of departmentalization, vertical and horizontal coordination, strategic organization design, making organizing effective |
| Leading: people in organizations, motivation, leadership, communication |
| Controlling: the process of controlling, control techniques, types of controls |

3.4. Methods of Instruction

Tutorials: case studies, students activity during working groups

4. Assessment techniques and criteria

Completing the classes: written form, students activity during meetings, discussion, attendance of workshops.

4.1 Methods of evaluating learning outcomes

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| --- | --- | --- |
| Learning outcome | Methods of assessment of learning outcomes (e.g. test, oral exam, written exam, project, report, observation during classes) | Learning format (lectures, classes,…) |
| EK\_01 | Tutorial | Written test |
| EK\_02 | Tutorial | Written test |
| EK\_03 | Tutorial | Written test |
| EK\_04 | Tutorial | Group discussion, activity, attendance at tutorials |
| EK\_05 | Tutorial | Group discussion, activity, attendance at tutorials |
| EK\_06 | Tutorial | Group discussion, activity, attendance at tutorials |
| EK\_07 | Tutorial | Group discussion, activity, attendance at tutorials, presentation |

4.2 Course assessment criteria

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| Tutorials:* attendance at tutorials
* the activity during meetings (working groups)
* the assessment of prepared presentation
* the assessment of the answers concerning the presentation
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5. Total student workload needed to achieve the intended learning outcomes

– number of hours and ECTS credits

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| --- | --- |
| Activity | Number of hours |
| Scheduled course contact hours | 30 |
| Other contact hours involving the teacher (consultation hours, examinations) | 15 |
| Non-contact hours - student's own work (preparation for classes or examinations, projects, etc.) | 25 |
| Total number of hours | 70 |
| Total number of ECTS credits | 5 |

\* One ECTS point corresponds to 25-30 hours of total student workload

6. Internships related to the course/module

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| Number of hours | *-* |
| Internship regulations and procedures | *-* |

7. Instructional materials

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| Compulsory literature:1. Hall-Rob Dave, Carlo Jones, Anderton Raffo-Alain, Business studies, pearson longman, Edinburgh, Great Britain 2009
2. Bartol K. M., Martin D. C., Management, Mcgraw-Hill, inc. New York 1999
3. Williams Ch., Mgmt, Butler University 2012
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| Complementary literature: 1. Koontz h., O’donnell C., Weihrich h., Management, Mcgraw-Hill, inc., Los Angeles 1998
2. Borowiecki R. (ed.), Management of organizations during economic integration and globalization, Cracow University of Economics, Warsaw-Cracow 2003
3. Business course book, Bpp Publishing limited aldine house, London 2000
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Approved by the Head of the Department or an authorised person