



Field of study:

Management

Subject: Globalization in Business

Level of study: undergraduate studies

System of study: Full-time

Profile of studies: general academic

Subject: Globalization in Business

Form of classes and the ECTS points

	Number of hours	ECTS points	Credit
lectures	30		exam
Total	30	4	

Aims of teaching

Understanding, analyzing and applying the major concepts of business and management skills in global business.

Intended learning outcomes

KNOWLEDGE		
SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_W1	Students know how the global environment affects companies, competition, marketing strategies, and the labour market	Zarz_WG02_Lic Zarz_WG05_Lic Zarz_WG10_Lic
SKILLS		
SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_U1	Students are able to: assess how global changes may affect businesses and the global marketplace, meet the requirements for managing a diverse workforce, communicate and collaborate effectively in multinational companies	Zarz_UW01_Lic Zarz_UW09_Lic Zarz_UK03_Lic Zarz_UO01_Lic Zarz_UU01_Lic
SOCIAL COMPETENCES		
SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_K1	Students are able to manage, act, cooperate and negotiate in a socially responsible way in multicultural environments	Zarz_KK03_Lic Zarz_KO04_Lic Zarz_KO05_Lic Zarz_KR01_Lic Zarz_KR03_Lic

Course content

NUMBER	DESCRIPTION	FORM OF CLASSES	NUMBER OF HOURS
1	Introduction to business globalization	lectures	3 / 3
2	Global Business Environments	lectures	3 / 3
3	Global Leadership	lectures	3 / 3
4	Global Management	lectures	3 / 3

NUMBER	DESCRIPTION	FORM OF CLASSES	NUMBER OF HOURS
5	Global business negotiations	lectures	3 / 3
6	Globalization and Multinational Companies	lectures	3 / 3
7	Global Marketing	lectures	3 / 3
8	Importing and Exporting in a Global Market	lectures	3 / 3
9	Revision	lectures	3 / 3
10	Revision & Early Exam	lectures	3 / 3

Conditions of completion

LECTURES

TYPE OF CREDIT	CREDIT INFLUENCE (IN %)
Exam (for the lecturers only)	50
Presence in classes	10
Class work	40

Teaching methods

- exercises
- lectures
- lectures accompanied by an analysis of case studies
- multimedia presentations
- Analysis of commercials
- Case studies, essay
- discussion
- group projects

Reading (compulsory)

- Stiglitz J.. Globalization and Its Discontents 2002
- Kotler P.. Marketing: An Introduction (12th Edition) 2014

Reading (additional)

- R. Orłowska, K. Żołądkiewicz. . Globalizacja i regionalizacja w gospodarce światowej 2012
- E. Oziewicz, T. Michałowski. Międzynarodowe stosunki gospodarcze, 2016
- Graham J., Lam N.. The Chinese Negotiation 2003
- Próba M. P., Grün A. . Zarządzanie i bycie zarządzanym. Ćwiczenia dla menedżerów i ich podwładnych. 2014

Odniesienie efektów przedmiotowych do efektów kierunkowych, treści kształcenia, metod weryfikacji

SYMBOL	REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME	REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT	REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS
KNOWLEDGE			
P_W1	Zarz_WG02_Lic Zarz_WG05_Lic Zarz_WG10_Lic		
SYMBOL	REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME	REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT	REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS
SKILLS			
P_U1	Zarz_UW01_Lic Zarz_UW09_Lic Zarz_UK03_Lic Zarz_UO01_Lic Zarz_UU01_Lic		
SYMBOL	REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME	REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT	REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS
SOCIAL COMPETENCES			
P_K1	Zarz_KK03_Lic Zarz_KO04_Lic Zarz_KO05_Lic Zarz_KR01_Lic Zarz_KR03_Lic		