

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject International Corporations Management		Code 1011102331011160673
Field of study Engineering Management - Full-time studies -	Profile of study (general academic, practical) (brak)	Year /Semester 2 / 3
Elective path/specialty Enterprise Management	Subject offered in: Polish	Course (compulsory, elective) elective
Cycle of study: Second-cycle studies	Form of study (full-time, part-time) full-time	
No. of hours Lecture: 15 Classes: 15 Laboratory: - Project/seminars: -		No. of credits 3
Status of the course in the study program (Basic, major, other) (brak)		(university-wide, from another field) (brak)
Education areas and fields of science and art social sciences Economics		ECTS distribution (number and %) 3 100% 3 100%
Responsible for subject / lecturer: dr inż. Edmund Pawłowski email: edmund.pawlowski@put.poznan.pl tel. 616653372 Faculty of Engineering Management ul. Strzelecka 11 60-965 Poznań		
Prerequisites in terms of knowledge, skills and social competencies:		
1	Knowledge	Student knows the knowledge of enterprise management, marketing, an economy
2	Skills	Student is able to discern, to associate and to interpret the occurrence appearing in an enterprise in the context of domestic economy
3	Social competencies	Student understand and is prepared for his social responsibility for decisions made in enterprise management
Assumptions and objectives of the course: -The goal of the subject is to acquaint the students with strategy and structure of enterprises operating in the international and global business environment		
Study outcomes and reference to the educational results for a field of study		
Knowledge:		
1. Student has the knowledge of the international environment of an enterprise - [K2A_W04] 2. Student has the knowledge of the international strategies of an enterprise on the levels: corporation. SBU. Functional - [[K2A_W05 K2A_W11, K2A_W12]]		
Skills:		
1. Student is able to indicate strategic options in the international business and to advise the strategic solution - [K2A_U03, K2A_U04] 2. Student is able to analyze the international environment of a an enterprise - [K2A_U01, K2A_U02] 3. Student is able to analyze and to improve the management of international operations - [K2A_U06]		
Social competencies:		
1. Student is conscious of the role, required competences and responsibilities of managers managing an international enterprise - [K2A_K03] 2. Student is able to develop his knowledge of international business - [K2A_K06]		
Assessment methods of study outcomes		

<p>-Forming grade: a/ classes on the basis of the evaluation the systematical progress of carried out tasks in international corporations management (case study) b/ lectures: on the basis of the answers to the questions concerning the discussed problems at the previous lectures Sum up grade: a/ classes: (1) public presentation of the project, (2) discussion carried out after presentationpresentation (3) form and quality of of prepared materials b/ lectures: questioaire with open open questions, exam is passed if reached at least 55% of points</p>		
Course description		
<ul style="list-style-type: none"> - The international context of an enterprise - The corporation strategy of an international business - The business level strategy of an international business - The functional strategies of an international business - Case studies 		
Basic bibliography:		
<ol style="list-style-type: none"> 1. Branowski M., Pawłowski E., Trzecieliński S., Przedsiębiorstwo międzynarodowe, Wydawnictwo Politechniki Poznańskiej, poznań 2013 2. Rozkwitalska M., Zarządzanie międzynarodowe, Difin, Warszawa, 2007 3. Rymarczyk J., Internacjonalizacja i globalizacja przedsiębiorstwa, PWE, Warszawa, 2004 4. Sowa K., Strategie konkurencji korporacji ponadnarodowych, ., Difin, Warszawa, 2006 5. Czinkota M.R., Ronkainen I.A., Moffett M.H., International business, Thomson, USA, 2005. 		
Additional bibliography:		
<ol style="list-style-type: none"> 1. Fonfara K., Gorynia M., Najlepszy E., Schroeder J, Strategie przedsiębiorstw w biznesie międzynarodowym, Wydawnictwo AE w Poznaniu , Poznań, 2000 		
Result of average student's workload		
Activity	Time (working hours)	
Student's workload		
Source of workload	hours	ECTS
Total workload	75	3
Contact hours	35	2
Practical activities	15	1