



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Managing International and Network Corporations

### Course

Field of study

Engineering Management

Area of study (specialization)

The Enterprise Management of the Future

Level of study

Second-cycle studies

Form of study

full-time

Year/Semester

2/3

Profile of study

general academic

Course offered in

English

Requirements

compulsory

### Number of hours

Lecture

30

Laboratory classes

Tutorials

15

Projects/seminars

Other (e.g. online)

### Number of credit points

1

### Lecturers

Responsible for the course/lecturer:

Ph.D., Edmund Pawłowski

Responsible for the course/lecturer:

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Faculty of Engineering Management

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### Prerequisites

Enterprise management



### Course objective

providing knowledge of the theory of managing a multinational company and network companies, acquiring practical skills in analysing and designing strategies and operational standards for managing international operations

### Course-related learning outcomes

#### Knowledge

has in-depth knowledge of methods and tools for modelling information and decision-making processes - [P7S\_WG\_02]

has an extended knowledge of the subject of contextual sciences in relation to management sciences and ergological sciences and the research methods applied in them, as well as of the common and specific conceptual apparatus in relation to management sciences and technical sciences - [P7S\_WG\_04]

has knowledge of the links existing in network organisations (corporations, holdings, clusters, etc.) and in-depth knowledge of organisational relations between organisational units of the enterprise and virtual units - [P7S\_WG\_06]

has in-depth knowledge of the methods of obtaining data on the behaviour of market participants - [P7S\_WG\_07]

#### Skills

potrafi wykorzystać wiedzę teoretyczną do opisu i analizowania przyczyn i przebiegu procesów i zjawisk społecznych (kulturowych, politycznych, prawnych, gospodarczych) oraz potrafi formułować własne opinie i dobierać krytycznie dane i metody analiz -[P7S\_UW\_01]

has the ability to apply the acquired knowledge in various scopes and forms, extended by a critical analysis of the effectiveness and usefulness of the applied knowledge - [P7S\_UW\_03]

is able to correctly interpret and explain social, cultural, political, legal, economic phenomena) and mutual relations between social phenomena - [P7S\_UW\_06]

#### Social competences

- is aware of the interdisciplinary knowledge and skills needed to solve complex problems of the organisation and the need to create interdisciplinary teams - [P7S\_KK\_01]

is able to make a substantive contribution to the preparation of social projects and manage projects arising from them -[ P7S\_KK\_01]

potrafi inicjować działania na rzecz projektów społecznych - [P7S\_KK\_02]

### Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Wiedza z wykładów jest weryfikowana w trakcie sprawdzianu pisemnego. Sprawdzian pisemny w dwóch



wersjach: 1/ 5 pytań otwartych, 2/ 10 pytań testowych wielokrotnego wyboru. Maksymalna liczba punktów = 100. Ocena pozytywna od 65 pkt.

Wiedza z ćwiczeń jest weryfikowana poprzez obronę projektu

### Programme content

-The specifics of the international and global company environment. Levels of building the strategy of an international company; competences and decision-making problems. Strategies at the corporate level; strategic orientation and development policy. Strategies at the level of SJB; strategies of entering foreign markets and competition strategies. Functional strategies and management of international operations; marketing strategies, research and development strategies, technical and production strategies, procurement strategies, financial strategies, human resources strategies, organizational strategies. Case studies. Draft strategies and operating standards for large and small international and network companies

### Teaching methods

1. lecture: Monographic lecture, case studies
- 2 Exercises: multimedia presentation illustrated with examples given on the board and project execution

### Bibliography

#### Basic

1. Branowski M., Pawłowski E., Trzcieliński S., Przedsiębiorstwo międzynarodowe, Wydawnictwo Politechniki Poznańskiej, poznań 2013
2. Czinkota M.R., Ronkainen I.A., Moffett M.H., International business, Thomson, USA, 2005
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

#### Additional

1. Fonfara K., Gorynia M., Najlepszy E., Schroeder J, Strategie przedsiębiorstw w biznesie międzynarodowym, Wydawnictwo AE w Poznaniu , Poznań, 2000



**Breakdown of average student's workload**

	Hours	ECTS
Total workload	50	1,0
Classes requiring direct contact with the teacher	45	1,0
Student's own work (literature studies, preparation for laboratory classes/tutorials, preparation for tests/exam, project preparation) <sup>1</sup>	5	0,0

<sup>1</sup> delete or add other activities as appropriate