



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

The student defines and describes advanced methods of modeling information and decision-making processes used in the management of multinational corporations, with particular emphasis on cross-cultural communication and global strategies [P7S_WG_02].

The student classifies and characterizes contemporary problems and challenges of multinational corporations, analyzing the dynamics and complexity of international operations [P7S_WG_04].

The student identifies various management structures and strategies in network enterprises, analyzing business models and their effectiveness in global markets [P7S_WG_06].

The student uses market data acquisition methods to develop strategies tailored to global business [P7S_WG_07].

Skills

The student interprets complex social processes and phenomena, including the impact of culture on the management of multinational corporations [P7S_UW_01].

The student critically evaluates and applies the acquired knowledge to formulate innovative management strategies in the international environment [P7S_UW_03].

The student analyzes economic, political and legal phenomena affecting the activities of multinational corporations [P7S_UW_06].

The student applies legal and ethical norms in solving management problems in multinational corporations [P7S_UW_08].

Social competences

The student designs and evaluates interdisciplinary management strategies in the complex environment of multinational corporations, presenting concrete examples of the integration of various fields of knowledge [P7S_KK_01].

The student implements and evaluates projects that respond to the challenges of global business, presenting a concrete plan of action and a method for evaluating their effectiveness [P7S_KO_01].

The student initiates and evaluates initiatives for the development of international and network communities, presenting the results and impact of these initiatives on specific organizational goals [P7S_KO_02].



The student analyzes and presents cases in which ethical and cultural aspects have had a significant impact on management in an international environment, illustrating his/her conclusions with examples from business practice [P7S_KR_01].

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
5. Czinkota M., Ilkka A. Ronkainen I.A., Gupta S.. International business, Cambridge University Press, 2021



Additional

1. Rozkwitalska M., Zarządzanie międzynarodowe, Difin, Warszawa, 2007
2. Rymarczyk J., Internacjonalizacja i globalizacja przedsiębiorstwa, PWE, Warszawa, 2004
3. Sowa K., Strategie konkurencji korporacji ponadnarodowych, ., Difin, Warszawa, 2006
4. 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) ¹	5	0,0

¹ delete or add other activities as appropriate