

COURSE CARD

To be filled in by the Field of Study Committee	Module (course block) name: ELECTIVE COURSE				Module code: E MSwB			
	Course name: INTERNATIONALIZATION OF ENTERPRISES				Course code: 43.1.			
	Organisational Unit conducting the course/module: Instytut Ekonomiczny							
	Field of study: ECONOMY				Study cycle: bachelor			
	Mode of study: full - time				Study profile: practical			
	Year / semester: III/V		Course/module status: optional			Course/module language: English		
	Form of tuition		lecture	class	laboratory	project	seminar	other (please, specify)
Course load (hrs)			30					
Module/course coordinator		mgr Katarzyna Olszewska						
Lecturer		mgr Katarzyna Olszewska						
Course/module objectives		Acquainting with the theoretical and practical foundations of doing business outside the country. Familiarizing with the problems of enterprise internationalization process.						
Entry requirements		knowledge of the basics of: management, marketing and international economic relations						
LEARNING OUTCOMES								
No.	Learning outcome description						Reference to the learning outcomes for Field of Study	
Knowledge – the student:								
1.	Student explains the essence of the process of internationalization and globalization of enterprises.						K1P_W07	
2.	Student knows, understands and compares possible ways to enter foreign markets.						K1P_W08	
Skills – the student:								
3.	Student uses knowledge to solve problems related to the company's operations on international markets.						K1P_U07	
4.	Student is able to determine the strategies of entering foreign markets.						K1P_U15	
Social competences – the student:								
5.	Student takes discussions on the internationalization of enterprises						K1P_K02	
CURRICULUM CONTENTS								
Classes								
Internationalization of economic activity: the concept and the essence of the process of internationalization and globalization, the genesis of the process of globalization and internationalization, motives of foreign expansion, indicators of internationalization, international enterprise; Models of internationalization of enterprises; Forms of internationalization (ways of entering foreign markets) - essence, advantages and disadvantages: exports, licenses, franchises, managerial contracts, turnkey contracts, contracts for sub-suppliers, joint ventures, international strategic alliances, independent business operations abroad, factors determining the choice of individual forms of entry; Foreign direct investment: forms and types of foreign direct investment - branch and branches abroad, greenfield and brownfield investments, vertical, horizontal and horizontal investments; Formulating the strategy of internationalization of activities: stages of building internationalization strategies, product selection, selection of foreign expansion market, choice of market entry strategy; Competitive								

advantage of an international enterprise: competitiveness of an international enterprise, source of advantage of international enterprises, international configuration and coordination of the value chain; Competition strategies in international business: ethnocentric strategy, polycentric strategy, global strategy, dual strategy.

Basic literature	1. J. Rymarczyk, Internacjonalizacja i globalizacja przedsiębiorstwa, PWE, Warszawa 2004; 2. G. Stonehouse, J. Hamill, D. Campbell, T. Purdie, Globalizacja. Strategia i Zarządzanie, FELBERG SJA, Warszawa 2001.
Additional literature	1. Transnational Corporations in Poland / ed. by Anna Zorska ;. Warsaw : Leon Koźmiński Academy of Entrepreneurship and Management, 2003. 2. M. Gorynia, Strategie zagranicznej ekspansji przedsiębiorstw, PWE, Warszawa 2007.
Teaching methods	Exercise using activation methods, Group activity, collaboration, multimedia presentations Case studies.
Form and terms of awarding credits	Exercises: weighted average: 0,6 oral or written grades (test: open and closed questions) 0,2 presentation 0,2 active participation in classes

Learning outcomes verification methods	Learning outcome number
Multimedia presentation prepared and presented by students	3
Active participation in the class (moderated discussion, case study analysis)	3-5
Passing written or oral exercises	1-2

STUDENT WORKLOAD

Type of activity/tuition	Number of hours	
	Total	Activities related to practical professional preparation
Participation in lectures		
Independent study of lecture topics		
Participation in classes and laboratories*	30	30
Independent preparation for classes*	50	50
Preparation of projects/essays/etc. *	50	50
Preparation for examination/credit awarding test	20	20
Participation in consultation hours	1	1
Other		
TOTAL student workload in hours	151	151
Number of ECTS credits for the course	6	
Number of ECTS credits assigned to the scientific discipline	NAUKI O ZARZĄDZANIU I JAKOŚCI - 6	
Number of ECTS credits associated with practical classes*	6	
Number of ECTS credits for classes which require direct participation of lecturers	1,24	