WSB University					
Field of study: Management					
Course: Management of enterprise on the international market					
Educational profile: General					
Education level: II -cycle studies					
Number of hours per semester	1		2		
	I	II	III	IV	
Full-time studies (L/C/lab/pr/e)		12			
Part-time studies (L/C/lab/pr/e)					
CLASS LANGUAGE	English				
LEECTURER	Michał Wojtaszek, PhD				
FORM	Classes				
COURSE OBJECTIVES	The International Management course aims to equip students with the essential knowledge, frameworks, and interpersonal skills required to manage organizations effectively in a global context. The course emphasizes the understanding of core management concepts, the application of business strategies across diverse international environments, and the development of intercultural communication skills critical for leading multicultural teams. Through real-world case studies, group discussions, and cross-cultural simulations, students will learn how to analyze business environments, adapt management practices to different cultural and economic contexts, and build strong interpersonal relationships in international settings.				

Reference to learning outcomes – Field-related learning outcome EFMD	**Description of learning outcomes**		
	Description of learning outcomes	**Teaching and learning methods**	**Verification of learning outcomes**
Knowledge			
Business Management Concepts and Challenges LO1 LO2 LO3	Students explain key theories and practices of management, including planning, organizing, leading, and controlling, in international contexts. They understand global business models, organizational structures, and leadership strategies used by multinational enterprises. Students recognize how economic,	Teaching methods: 1. Case study analysis 2. Reading Assignments: Academic journals and textbooks covering international business strategies. 3. Discussion Forums: Encourage sharing interpretations of core theories across cultures and industries.	Final (online) test Inspera

	political, and cultural environments influence strategic decision-making in international firms. Students understand the complexity of international markets, considering economic, legal, cultural, and technological factors. They recognise global challenges such as digitalization, sustainability, and geopolitical risks impacting management decisions.	Learning methods: 1. Multimedia presentations	
Intercultural communication and interpersonal skills LO7 LO8 LO9	Students understand theories of intercultural communication and their application in international business contexts. They recognize cultural dimensions (e.g., Hofstede, Trompenaars) and their impact on negotiation, leadership, and teamwork.	Teaching methods: 1. Case study analysis 2. Reading Assignments: Academic journals and textbooks covering international business strategies. Discussion Forums: Encourage sharing interpretations of core theories across cultures and industries. Learning methods: Multimedia presentations	Final (online) test Inspera
Skills and Attitudes			
Business Management Concepts and Challenges LO1 LO2 LO3	Students possess skills to analyze and evaluate various international market entry strategies, such as exporting, licensing, joint ventures, and foreign direct investment, and determine their suitability for different types of enterprises and market conditions. They are able to apply strategic management tools and decision-making frameworks to develop, implement, and assess business strategies for enterprises competing in global markets. Students demonstrate critical thinking when evaluating the effectiveness of management strategies in global contexts. They can use analytical tools to assess global market dynamics and identify opportunities and risks.	Teaching methods: 1. Case study analysis 2. Reading Assignments: Academic journals and textbooks covering international business strategies. Discussion Forums: Encourage sharing interpretations of core theories across cultures and industries. Learning methods: Multimedia presentations	Final (online) test Inspera
Intercultural communication and interpersonal skills LO7 LO8 LO9	Students evaluate the ethical, legal, and social responsibilities of enterprises operating in international markets, including issues related to labor standards, environmental impact, and corporate social responsibility. Students can communicate effectively with individuals and teams from diverse cultural backgrounds. They demonstrate active listening, empathy, and cultural sensitivity in team collaborations. They are able to resolve cross-cultural conflicts and build trust in multicultural settings.	Teaching methods: 1. Case study analysis 2. Reading Assignments: Academic journals and textbooks covering international business strategies. Discussion Forums: Encourage sharing interpretations of core theories across cultures and industries. Learning methods: Multimedia presentations	Final (online) test Inspera

Full-time	Part-time
Full- time Participation in lectures = Participation in classes = 12 Preparation to classes = 16 Preparation to lectures = Preparation to an examination = 10 Project tasks = e-learning = Credit/examination = 2 others (indicate which) = 10 **TOTAL: 50** **ECTS points: 2** **Including practical classes: 12**	**Part-time** Participation in lectures = Participation in classes = Preparation to classes = Preparation to lectures = Preparation to an examination = Project tasks = e-learning = Credit/examination = others (indicate which) = **TOTAL:** **ECTS points:** **Including practical classes:**

PREREQUISITES	Basics of management
COURSE CONTENT (Division into contact hours and e-learning)	**Contact hours: 12** Introduction to International Management & Globalization (Course Overview, Case: Coca-Cola's Global Strategy) The International Business Environment: Political, Economic, Cultural (Hofstede's Cultural Dimensions) International Market Entry Strategies (Entry Modes) Global Competitive Strategies (Case Study: IKEA in India) Strategic Alliances and Joint Ventures Risk Management in International Markets **E-learning:** Not applicable
LITERATURE (compulsory reading)	1. Theories of the multinational firm: a multidimensioanl creature in the global economy, Edward Elgar, 2017 2. Multinational enterprises and the Sustainable Development Goals: An institutional approach to corporate engagement, Journal of International Business Policy, 1(3-4), 208-233, Van Zanten, J.A; Van Tulder, R. 2018 3. Innovation and Control in the Multinational Firm: a Comparison of Political and Contingency Approaches, Strategic Management Journal, 28, 473-486, 2007 4. International Marketing Strategies for SMEs in the Digital World, Bahar Divrik, 2024 5. The impact of digital transformation on firm performance: a perspective from enterprise risk management, Volume 14, pages 369–400, (2024), Eurasian Business Review 6. Challenges for Companies and Consumers on International Market / edited by Sławomir Smyczek, Justyna Matysiewicz, Kim Fam, Katowice : Wydawnictwo Naukowe Uniwersytetu Ekonomicznego w Katowicach, 2018.
OPTIONAL LITERATURE	1. Dealing with headquarters in the multinational corporation: a subsidiary perspective on organizing costs, Journal of Organization Design, 8(1), 12., 2019

SCHOLARLY PUBLICATIONS BY PERSONS WHO CONDUCT CLASSES, WHICH ARE RELATED TO THE MODULE SUBJECT	Not applicable
TEACHING AIDS	Multimedia presentation; articles, case study
PROJECT (if implemented in the framework of a classes module)	Not applicable
FORM AND CONDITIONS OF ASSESSMENT CRITERIA FOR ASSESSING ACHIEVED LEARNING OUTCOMES.	Final exam - Inspera The final exam assesses students' understanding and application of core course content, including: Global market entry strategies International business environment analysis Strategic and operational decision-making Risk management in international contexts Cross-cultural management Ethics and corporate social responsibility International trade frameworks and institutions Evaluation criteria: Selected-response test – composed of questions to which these is typically one or more best answer Grading scale: 0-25 – 2 fail 26-30 – 3 (E) 31-35 – 3,5 (D) 36-40 – 4,0 (C) 41-45 – 4,5 (B) 46-50 – 5,0 (A)

** L-lecture, C- classes lab- laboratory, pro- project, e- e-learning*