

Course title: International enterprise

ECTS credit allocation (and other scores): 2,5

Semester: spring

Level of study: ISCED-6 - first-cycle programmes (EQF-6)

Branch of science: Social sciences

Language: English

Number of hours per semester: 15 classes, 15 lectures

Course coordinator/ Department and e-mail: dr Anna Wichowska, Department of Theory of Economy,
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Type of classes: classes and lectures

Substantive content

CLASSES: As part of the exercises, the functioning of exemplary international companies is analyzed. Classes are conducted in the form of solving case studies. The topics of the exercises focus on the interpretation and evaluation of various forms and levels of internationalization of enterprises. Various strategies of foreign expansion of enterprises in the dynamically changing international environment are analyzed. The issue of risk assessment of various types of company activity in the international context is also discussed.

LECTURES: The subject of the lecture focuses on the theoretical approach to the process of internationalization (internationalization) of the enterprise. First, the achievements of the concept of internationalization of enterprises are presented. Then, possible forms and strategies of foreign expansion of enterprises are discussed, with particular emphasis on the specificity of the international environment. The determinants of the operation of enterprises abroad are emphasized, including those resulting from the current changes in the global economy. The characteristics of transnational corporations (TNCs) are analyzed.

Learning purpose: Transfer of knowledge in the field of features, typology and forms of operation of enterprises on foreign markets. Development of the skills of current analysis and forecasting of future activities of international enterprises.

On completion of the study programme the graduate will gain:

Knowledge: Student describes the features of various types of international enterprises; characterizes the forms of running a business in foreign markets and identifies the factors influencing the choice of the international strategy of the enterprise.

Skills: The student analyses the factors determining the decisions of enterprises on foreign markets, evaluates the current and formulates the future strategy of selected international enterprises and assesses the risk of foreign operations of enterprises.

Social Competencies: The student is able to interact in a group, assuming different roles in it and is able to think and act in an entrepreneurial manner.

Basic literature: Gorynia M., Przedsiębiorstwo w biznesie międzynarodowym, wyd. PWN, 2021; Rymarczyk J. , Biznes międzynarodowy , wyd. PWE, Warszawa, 2012 ; K. Obój, A. Wąsowska, Zarządzanie międzynarodowe, wyd. PWE, Warszawa, 2014



Supplementary literature: Marios I. Katsioloudes, Spyros Hadjidakis: 'International Business A Global Perspective'; Elsevier Inc.

The allocated number of ECTS points consists of:

Contact hours with an academic teacher: 32 (2 duty hours)

Student's independent work: 40 hours