

Course title: **Global network and clusters**

Studies: International Business

**Course description form (syllabus form)**

General data						
Cycle of studies	2024-2027					
Organizational unit	Faculty of Economic Sciences					
Studies	International Business, first-cycle studies					
The profile of education	general academic					
Semester	06					
Mode of studies	part-time					
Type of course	Lecture	Practical session	Laboratory	Conversatorium	Seminar	Project
Number of hours	8	16				
Number of ECTS	3					
Examination	Graded credit					
Language	English					
Content author	Weronika Kosek, PhD					
Course objectives						
<p>The aim of the course is to acquaint students with knowledge, skills and competences in the scope of globalization processes in the economy, the basic aspects of competition and competitiveness of enterprises and the roles of clusters and networks in global market.</p> <p>In particular, the following topics will be discussed: global organizations and international agreements important for international trade and the operation of global enterprises; business clusters in the development of competitiveness and innovation; benefits resulting from functioning within a cluster. The course also explains how small and medium companies can effectively operate, develop themselves and achieve strong position on the international market.</p>						
Prerequisites						
Knowledge about globalization processes in the economy, competitiveness of enterprises and the concept of clusters and networks						
Student workload						
<ol style="list-style-type: none"> <li>1. Class sessions - 24 hours</li> <li>2. Reading literature for classes – 24 hours</li> <li>3. Preparing assignments - 15 hours</li> <li>4. Exam/Assessment preparation - 10 hours</li> <li>5. Consultations – 2 hours</li> </ol>						
TOTAL: 75 hours (3 ECTS)						
Short description						
Globalization processes in the economy. The concept of competitiveness - definition, nature, classifications. International enterprise and global enterprise - principles of functioning on the global market. Clusters and networks of enterprises in the global economy. Definitions, types, functions and roles of clusters. Clusters and international competitiveness and internationalization of enterprises.						
Learning outcomes						
<p>KNOWLEDGE:</p> <p>W01. Participants possess the advanced knowledge of globalization processes in the economy and understands the concept of competitiveness (IB1_W01)</p> <p>W02. Participants know and understand the mechanisms of operation of international enterprises, corporations, global markets and entities operating on them (IB1_W02)</p> <p>SKILLS:</p> <p>U01. Participants are able to identify, properly analyze the causes and course selected economic processes and phenomena, social, political and cultural resulting from globalization (IB1_U01)</p> <p>U02. Participants are able to understand and draw conclusions from the complexity of globalization phenomena, their mutual interpenetration and can indicate the main causes of their formation and various effects that arise as a result of deepening processes globalization (IB1_U02)</p> <p>COMPETENCIES:</p> <p>K01. Participants are ready for a critical self-assessment of their knowledge and possess the need for continuous professional education and personal development (IB1_K01)</p> <p>K02. Participants are ready to think and act in an entrepreneurial way, as well as work at various levels in business units, institutions and organizations operating in an international environment (IB1_K03)</p>						
Form of verification						
Graded credit based on the content covered during classes						
Detailed data						
Type of course: Lecture						
Bibliography						
<p><b>Bibliography:</b></p> <ol style="list-style-type: none"> <li>1. M.E. Porter, Location, Competition, and Economic Development: Local Clusters in a Global Economy, Economic Development Quarterly, 2000, vol. 14, issue 1, 15-34.</li> </ol>						

<ol style="list-style-type: none"> <li>2. K. Razminiene, M. Tvaronavičienė, Clusters' Role in Globalization, Contemporary Issues in Business, Management and Education'2017, 5th International Scientific Conference, 206-213.</li> <li>3. Sara Foghani, Batiah Mahadi, and Rosmini Omar, Promoting Clusters and Networks for Small and Medium Enterprises to Economic Development in the Globalization Era, SAGE Publications, Volume 7, Issue 1, January-March 2017.</li> </ol> <p><b>Supplementary:</b></p> <ol style="list-style-type: none"> <li>1. Gorynia M., Jankowska B., Business Clusters and the International Competitiveness and Internationalization of Enterprises, Difin, Warsaw 2008,</li> <li>2. Skawińska E., Zalewski R., Business clusters in the development of competitiveness and innovation of regions. World-Europe-Poland. PWE, Warsaw 2009.</li> </ol>
<b>Range of content</b>
<ol style="list-style-type: none"> <li>1. The concept of globalization.</li> <li>2. Globalization processes in the economy.</li> <li>3. Theoretical aspects of enterprise competitiveness.</li> <li>4. Global organizations and international agreements, important for international trade and the operation of global enterprises.</li> <li>5. Clusters and networks of enterprises in the global economy.</li> <li>6. Definitions, types, functions and roles of clusters.</li> <li>7. Clusters and international competitiveness and internationalization of enterprises.</li> <li>8. Business clusters in the development of competitiveness and innovation.</li> <li>9. Benefits resulting from functioning within a cluster.</li> </ol>
<b>Didactic methods</b>
<ol style="list-style-type: none"> <li>1. Lecture incorporating a multimedia presentation;</li> <li>2. Discussion.</li> </ol>
<b>Assessment methods and assessment criteria</b>
Lecture: Graded credit (test)

<b>Detailed data</b>
<b>Type of course: Practical session</b>
<b>Bibliography</b>
<p><b>Bibliography:</b></p> <ol style="list-style-type: none"> <li>1. M.E. Porter, Location, Competition, and Economic Development: Local Clusters in a Global Economy, Economic Development Quarterly, 2000, vol. 14, issue 1, 15-34.</li> <li>2. K. Razminiene, M. Tvaronavičienė, Clusters' Role in Globalization, Contemporary Issues in Business, Management and Education'2017, 5th International Scientific Conference, 206-213.</li> <li>3. Sara Foghani, Batiah Mahadi, and Rosmini Omar, Promoting Clusters and Networks for Small and Medium Enterprises to Economic Development in the Globalization Era, SAGE Publications, Volume 7, Issue 1, January-March 2017.</li> </ol> <p><b>Supplementary:</b></p> <ol style="list-style-type: none"> <li>1. Gorynia M., Jankowska B., Business Clusters and the International Competitiveness and Internationalization of Enterprises, Difin, Warsaw 2008,</li> <li>2. Skawińska E., Zalewski R., Business clusters in the development of competitiveness and innovation of regions. World-Europe-Poland. PWE, Warsaw 2009.</li> </ol>
<b>Range of content</b>
<ol style="list-style-type: none"> <li>1. The concept of globalization.</li> <li>2. Globalization processes in the economy.</li> <li>3. Theoretical aspects of enterprise competitiveness.</li> <li>4. Global organizations and international agreements, important for international trade and the operation of global enterprises.</li> <li>5. Clusters and networks of enterprises in the global economy.</li> <li>6. Definitions, types, functions and roles of clusters.</li> <li>7. Clusters and international competitiveness and internationalization of enterprises.</li> <li>8. Business clusters in the development of competitiveness and innovation.</li> <li>9. Benefits resulting from functioning within a cluster.</li> </ol>
<b>Didactic methods</b>
<p>Group work</p> <p>Multimedia presentation in groups</p> <p>Assessment of speeches and presentations</p>
<b>Assessment methods and assessment criteria</b>
<p>Practical session:</p> <ol style="list-style-type: none"> <li>1. Graded credit (written test)</li> <li>2. Observation and evaluation of activity</li> <li>3. Project – multimedia presentation in groups</li> </ol> <p>The final grade is determined by the sum of points for: written test, project and activity in class.</p> <p>Grading scale: 55% = 3.0; 95% = 5.0.</p>

