

Studies: International Business

General data

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The aim of the course is to introduce the topic of entrepreneurship on a global scale and in Poland. Additionally, the student will acquire basic skills regarding export transactions and broader functioning on international markets.

1. Knowledge of basic economic phenomena occurring in the environment
2. Efficient use of available information sources

1. Class sessions (including assessment and examination) - 45 hours
2. Reading literature for classes - 15 hours
3. Preparing assignments - 20 hours
4. Assessment preparation - 18 hours
5. Consultations-2 hours

Short description

Learning outcomes

1. W01.Participants will knowabout the process of establishing new enterprises and developing existing ones in an international environment (IB1_W1, IB1_W2).
2. W02.Participants will know about basic regulations and organizational and legal forms regarding establishing and running a business on the international market (IB1_W5, IB1_W6).
3. W03.Participants will know the essence and basic conditions of international entrepreneurship (IB1_W3).

1. W01.Participants will be able to characterize and compare theories and definitions of entrepreneurship, and indicate differences and similarities between them (IB1_U1).
2. W02.Participants will be able to develop a project for a new company operating on the international market, identify and evaluate market opportunities, and plan the process of creating a new company (IB1_U2).
3. W03.Participants will be able to correctly interprets innovations and their impact on the situation of enterprises on the international market (IB1_U5).

1. K01.Participants will be able to identify personal characteristics, knowledge and skills necessary to run their own international company (IB1_K1).
2. K02.Participants will demonstrate an entrepreneurial attitude and readiness to make independent decisions and initiatives for the public interest (IB1_K2, IB1_K3, IB1_K4).

Graded credit

Type of course: Lecture

Bibliography:

1. Casson, M., Yeung, B., & Basu, A. (Eds.). (2008). The Oxford handbook of entrepreneurship.
2. Dana, L. P. (Ed.). (2004). Handbook of research on international entrepreneurship. Edward Elgar Publishing.
3. Zucchella, A., Hagen, B., & Serapio, M. G. (2023). International entrepreneurship. Edward Elgar Publishing.

1. Shenkar, O., Luo, Y., & Chi, T. (2021). International business. Routledge.
2. Etemad, H. (Ed.). (2004). International entrepreneurship in small and medium size enterprises: orientation, environment and strategy. Edward Elgar Publishing.
3. Cieřlik, J. (2017). Entrepreneurship in emerging economies: Enhancing its contribution to socio-economic development. Cham: Palgrave Macmillan.

Range of content
<ol style="list-style-type: none"> 1. International entrepreneurship – origins and scale of the phenomenon. 2. International entrepreneurship in Europe. 3. International entrepreneurship in Poland. 4. Specificity of functioning on international markets. 5. Basic forms of internationalization. 6. How to appear on the international market? 7. International activity of high-tech companies.
Didactic methods
<ol style="list-style-type: none"> 1. Multimedia presentations
Assessment methods and assessment criteria
<p>Test.</p> <p>51%-60% pts. - 3; 61%-70% pts. - 3,5; 71%-80%pts. - 4; 81%-90%pts. - 4,5; 91%-100%pts. - 5.</p>
Type of course: Practical session
Bibliography
<p>Bibliography:</p> <ol style="list-style-type: none"> 1. Casson, M., Yeung, B., & Basu, A. (Eds.). (2008). The Oxford handbook of entrepreneurship. 2. Dana, L. P. (Ed.). (2004). Handbook of research on international entrepreneurship. Edward Elgar Publishing. 3. Zucchella, A., Hagen, B., & Serapio, M. G. (2023). International entrepreneurship. Edward Elgar Publishing. <p>Supplementary:</p> <ol style="list-style-type: none"> 1. Shenkar, O., Luo, Y., & Chi, T. (2021). International business. Routledge. 2. Etemad, H. (Ed.). (2004). International entrepreneurship in small and medium size enterprises: orientation, environment and strategy. Edward Elgar Publishing. 3. Cieřlik, J. (2017). Entrepreneurship in emerging economies: Enhancing its contribution to socio-economic development. Cham: Palgrave Macmillan.
Range of content
<ol style="list-style-type: none"> 1. Features and skills of leaders of new ventures 2. Motives for starting new business ventures 3. Sources of financing for entrepreneurship 4. Founding team, staff, organizational culture of an international enterprise 5. Promotion of new business on foreign markets 6. Analysis of practical experiences of international entrepreneurship. 7. Development of an export development program 8. Cooperative forms of international cooperation 9. International activity of high-tech companies.
Didactic methods
<ol style="list-style-type: none"> 1. Individual and group tasks. 2. Multimedia presentations. 3. Case studies.
Assessment methods and assessment criteria
<p>Paper/case study</p> <p>51%-60% pts. - 3; 61%-70% pts. - 3,5; 71%-80% pts. - 4; 81%-90% pts. - 4,5; 91%-100% pts. - 5.</p>