

<b>Subject:</b>	<b><i>International Management</i></b>
<b>Hours:</b>	<b><i>30</i></b>
<b>ECTS:</b>	<b><i>3</i></b>

<b>Name/title of the author:</b>	prof. Dr. Hab. Janusz Teczek Michał Patkaniowski
<b>Course Description:</b> (min.400 characters)	The course focuses on strategies and methods of business development and penetration of international markets. Different business development methods, their advantages, disadvantages, restrictions and implications are discussed. In addition, some market selection and evaluation methods are presented. Written team project is concerned with designing the optimal entry strategy for a selected enterprise. In the project, students present an enterprise, choose a new foreign market, describe the market, and finally propose the market entry business plan.
<b>Learning Outcomes</b> (Goals and Objectives of the course): (min.200 characters)	After completing the course, students will: <ul style="list-style-type: none"> <li>- be able to understand various internationalization strategies</li> <li>- be aware of various business models followed on the international markets</li> <li>- be able to conduct a real-life market entry analysis for an enterprise</li> <li>- have practiced some project management techniques, team working skills as well as data search and compilation methods</li> </ul>
<b>Entrance qualifications:</b>	Knowledge in business and management
<b>Course Content:</b> (min.400 characters)	<ol style="list-style-type: none"> <li>1. Introduction to international management</li> <li>2. International business development strategies: licensing</li> <li>3. International business development strategies: franchising</li> <li>4. International business development strategies: joint venture</li> <li>5. International business development strategies: subsidiary</li> <li>6. International business development strategies: mergers and acquisitions</li> </ol>
<b>Assessment policy</b> (examination):	<p>Student team presentations of international management case studies (40%)</p> <p>Written team project (60%)</p>
<b>Course materials/bibliography:</b>	
<b>Methods of Instruction:</b>	lecture, interactive seminar, individual consultation for project teams