

Course code																																	
Type and description	EC – elective subjects from the discipline of Management and quality studies																																
ECTS credit	1																																
Course name	Business management on the international market																																
Course name in Polish	Zarządzanie przedsiębiorstwem na rynku międzynarodowym																																
Language of instruction	English																																
Course level	8 PRK																																
Course coordinator	Dr hab. Robert Stanislawski, prof. uczelni																																
Course instructors																																	
Delivery methods and course duration	<table border="1"> <thead> <tr> <th></th> <th>Lecture</th> <th>Tutorials</th> <th>Laboratory</th> <th>Project</th> <th>Seminar</th> <th>Other</th> <th>Total of teaching hours during semester</th> </tr> </thead> <tbody> <tr> <td>Contact hours</td> <td>0</td> <td>0</td> <td>0</td> <td>5</td> <td>0</td> <td>0</td> <td>5</td> </tr> <tr> <td>E-learning</td> <td>No</td> <td>No</td> <td>No</td> <td>Yes (1-4)</td> <td>No</td> <td>No</td> <td>no</td> </tr> <tr> <td>Assessment criteria (weightage)</td> <td>0</td> <td>0</td> <td>0</td> <td>100%</td> <td>0</td> <td>0</td> <td>100%</td> </tr> </tbody> </table>		Lecture	Tutorials	Laboratory	Project	Seminar	Other	Total of teaching hours during semester	Contact hours	0	0	0	5	0	0	5	E-learning	No	No	No	Yes (1-4)	No	No	no	Assessment criteria (weightage)	0	0	0	100%	0	0	100%
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Course objective	<p>The goal of the subject</p> <ol style="list-style-type: none"> 1. The aim of the course is to enable students to acquire knowledge in the field of international business operations - principles of creating basic contract terms, 2. The aim of the subject is to present the basics regarding the functioning of enterprises in the realities of the European Single Market, 3. The aim of the subject is to provide knowledge on the principles of using logistics in enterprises conducting international business 																																
Learning outcomes	<p>A PhD student after completing the course can:</p> <ol style="list-style-type: none"> 1. formulate contract terms in the trade of a company operating on the international market. - effects W1, U1, U1 2. describe and interpret the principles of the company's operation on the European market in the context of the four basic freedoms - effects of W2, U1, K2 3. describe the most frequently used methods of logistics management - including assumptions regarding the construction of logistic channels and the operation of LCD on the international market - effects of W2, U1, K2 																																
Assessment methods	<p>Verification methods of learning outcomes</p> <p>effects 1 - written exam</p> <p>effect 2 - written exam + presentation + discussion</p> <p>effect 3 - written exam + discussion</p> <p>The final grade consists of the results of written exams, presentations and discussions.</p> <p>The result of the written exam - 70%</p> <p>Presentation - 20%</p> <p>Discussion - 10%</p>																																
Prerequisites	none																																
Course content with delivery methods	<p>Implemented in the form of a project on the following issues:</p> <ol style="list-style-type: none"> 1. Determining and specifying the terms of the commercial contract - the essence and meaning of the contract for the parties to the exchange - delivery terms, payment terms, rules for drawing up commercial correspondence. 2. Four basic freedoms related to the functioning of the Single European Market: movement of goods, persons, services and capital. 3. Conceptual scope of international logistics - management methods in international logistics - channels in logistics, transport in logistics, logistics centers, computerization, supply chains. 4. Determining contract terms - an example of a commercial offer 5. The scope of European freedoms within the framework of the Single Market - interpretation of the phenomenon and its importance for the functioning of the enterprise on the international market - preparation of a presentation on the chosen freedom 6. The importance and impact of logistics in the business management process - analysis of the impact of logistics on the development of entrepreneurship in the local, regional and global context. 																																

Basic reference materials	<ol style="list-style-type: none"> 1. Material on the wikamp platform 2. Kenneth D. W.: Building an Import / Export Business, John Wiley and Sons, NJ 2008. 3. C Barnard, <i>The Substantive Law of the EU: The Four Freedoms</i> (4th edn), Oxford University Press, Oxford 2013. 4.. Branch A. E.: Global Supply Chain Management and International Logistics, Routledge, NJ 2009.
Other reference materials	<ol style="list-style-type: none"> 1. Roggenthien S.: The Four Freedoms of the European Union, Grin Verlag, Germany 2016. 2. Pierre A. D.: International Logistics: the Management of International Trade Operations 5th Edition, Cicero Books, McGraw Hill Education, NJ 2017. 3. Feenstra C.R.: Advanced International Trade: Theory and Evidence - Second Edition 2nd Edition, Princeton University Press, Oxford 2016.
Average student workload outside classroom	15 h
Comments	-
Last update	July 2020