

<b>Course code</b>																																	
<b>Type and description</b>	Elective Course																																
<b>ECTS credit</b>	1																																
<b>Course name</b>	Business management on the international market																																
<b>Course name in Polish</b>	Zarządzanie przedsiębiorstwem na rynku międzynarodowym																																
<b>Language of instruction</b>	English																																
<b>Course level</b>	8 PRK																																
<b>Course coordinator</b>	Dr hab. Robert Stanisławski, prof. PŁ (0000-0002-0845-8425)																																
<b>Course instructors</b>	Dr hab. Robert Stanisławski, prof. PŁ (0000-0002-0845-8425)																																
<b>Delivery methods and course duration</b>	<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>15</td> <td>0</td> <td>0</td> <td>15</td> </tr> <tr> <td>E-learning</td> <td>No</td> <td>No</td> <td>No</td> <td>No</td> <td>No</td> <td>No</td> <td></td> </tr> <tr> <td>Assessment criteria (weightage)</td> <td>0,00</td> <td>0,00</td> <td>0,00</td> <td>100,0</td> <td>0,00</td> <td>0,00</td> <td></td> </tr> </tbody> </table>		Lecture	Tutorials	Laboratory	Project	Seminar	Other	Total of teaching hours during semester	Contact hours	0	0	0	15	0	0	15	E-learning	No	No	No	No	No	No		Assessment criteria (weightage)	0,00	0,00	0,00	100,0	0,00	0,00	
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<b>Course objective</b>	<ol style="list-style-type: none"> <li>1. To enable students to acquire knowledge in the field of international business operations - principles of creating basic contract terms,</li> <li>2. To present the basics regarding the functioning of enterprises in the realities of the European Single Market,</li> <li>3. To provide knowledge on the principles of using logistics in enterprises conducting international business</li> </ol>																																
<b>Learning outcomes</b>	<p>After the course a PhD student we be able to:</p> <ol style="list-style-type: none"> <li>1. formulate contract terms in the trade of a company operating on the international market – W4, U4, K1</li> <li>2. describe and interpret the principles of the company's operation on the European market in the context of the four basic freedoms – W4, U4, K1</li> <li>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 – W4, U4, K1</li> </ol>																																
<b>Assessment methods</b>	<p>Learning outcome 1 - written exam  Learning outcome 2 - written exam + presentation + discussion  Learning outcome 3 - written exam + discussion</p> <p>The final evaluation is based on: written exams, presentations and discussions:</p> <ul style="list-style-type: none"> <li>• Written exam - 70%</li> <li>• Presentation - 20%</li> <li>• Discussion - 10%</li> </ul>																																
<b>Prerequisites</b>	none																																
<b>Course content with delivery methods</b>	<p>PROJECT</p> <ol style="list-style-type: none"> <li>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.</li> <li>2. Four basic freedoms related to the functioning of the Single European Market: movement of goods, persons, services and capital.</li> </ol>																																

	<p>3. Conceptual scope of international logistics - management methods in international logistics - channels in logistics, transport in logistics, logistics centers, computerization, supply chains.</p> <p>4. Determining contract terms - an example of a commercial offer</p> <p>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</p> <p>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.</p>
<b>Basic reference materials</b>	<p>1. Material on the wikamp platform</p> <p>2. Kenneth D. W.: Building an Import / Export Business, John Wiley and Sons, NJ 2008.</p> <p>3. C Barnard, <i>The Substantive Law of the EU: The Four Freedoms</i> (4th edn), Oxford University Press, Oxford 2013.</p> <p>4. Branch A. E.: Global Supply Chain Management and International Logistics, Routledge, NJ 2009.</p>
<b>Other reference materials</b>	<p>1. Roggenthien S.: The Four Freedoms of the European Union, Grin Verlag, Germany 2016.</p> <p>2. Pierre A. D,: International Logistics: the Management of International Trade Operations 5th Edition, Cicero Books, McGraw Hill Education, NJ 2017.</p> <p>3. Feenstra C.R.: Advanced International Trade: Theory and Evidence - Second Edition 2nd Edition, Princeton University Press, Oxford 2016.</p>
<b>Average student workload outside classroom</b>	10 h
<b>Comments</b>	-
<b>Last update</b>	24.04.2023