

Subject card

Subject name and code	Design Thinking in International Business, PG_00121898						
Field of study	International Economic Relations						
Date of commencement of studies	October 2024	Academic year of realisation of subject	2026/2027				
Education level	undergraduate studies	Subject group	Obligatory subject group in the field of study				
Mode of study	full-time studies	Mode of delivery	at the university				
Year of study	3	Language of instruction	Polish				
Semester of study	6	ECTS credits	4.0				
Learning profile	academic	Assessment form					
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Aleksandra Aziewicz				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		0.0		0.0	30
Subject objectives	The aim of the course is to prepare a business plan for a selected company. The aim is also to familiarize students with the method of working according to the Design Thinking concept, along with its practical application in the process of developing a business plan.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSG3_U04] uses the acquired theoretical knowledge in economics to analyse and evaluate the operation of economic entities on the international market, with particular emphasis on the European Union market	The student can observe, analyze and interpret economic processes occurring in an open economy.	[SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
	[MSG3_U02] can assess economic and social phenomena occurring in an open economy, interpret necessary statistical data and economic indicators, as well as forecast economic phenomena and processes, using standard methods and tools applied in economic sciences	The student can use basic knowledge in relation to the functioning of economic entities on the domestic and international market.	[SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
	[MSG3_W02] has an advanced knowledge and understanding of the terminology of international economic relations and complementary disciplines	The student knows the basic terminology related to entrepreneurship on the domestic and international market.	[SW2] presentation/project/paper/report
	[MSG3_W05] knows and understands the basic principles of establishing and developing various forms of entrepreneurship	The student knows the principles of market functioning and the market mechanism, both in the domestic, international and global aspect.	[SW2] presentation/project/paper/report
	[MSG3_K02] critically assesses the level of his/her knowledge in the field of economics; is willing to deepen and update this knowledge throughout his/her life	The student is ready to deepen his/her knowledge in the area of conducting business activities on the international market.	[SK2] presentation/project/paper/report [SK8] observation of student's independent or team work
	[MSG3_U01] can correctly interpret and explain economic and social phenomena, analyse their causes, course and connections between these phenomena using the acquired knowledge of economics, finance and international economic relations	The student can correctly interpret and analyze economic phenomena.	[SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
	[MSG3_W08] knows and understands the fundamental dilemmas of contemporary civilisation, including the strategy of sustainable development and corporate social responsibility	The student understands the essence of sustainable development goals and social responsibility and their impact on decisions made by the company in the international market.	[SW2] presentation/project/paper/report
	[MSG3_K06] is ready to be guided in his/her professional life by business ethics and corporate social responsibility, to respect others and to be loyal to his/her employer	When making business decisions, the student is guided by business ethics and corporate social responsibility.	[SK2] presentation/project/paper/report [SK8] observation of student's independent or team work
Subject contents	<p>Preparation of a business plan for a selected company by students; project work in groups.</p> <p>1. Business plan - essence, types, functions, structure</p> <p>2. General characteristics of the company, area of operation</p> <p>3. Market analysis</p> <p>4. SWOT/TOWS analysis</p> <p>5. Strategies of imitators and market specialists</p> <p>6. Pricing, distribution and promotion strategies</p> <p>7. Sources of financing for the company</p> <p>8. Financial plan of the company</p> <p>9. Organizational structure and employment plan</p> <p>Development of a product or service using the design thinking concept, taking into account all stages: empathy, problem definition, idea generation, prototyping, testing.</p> <p>The product or service designed using the Design Thinking method is an element of the business plan created by students.</p> <p>Prześlij opinię</p> <p>Panele boczne</p> <p>Historia</p> <p>Zapisane</p>		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	presentation of the project carried out by Students in groups	51.0%	100.0%

Recommended reading	Basic literature	<p>1. J. Bednarz, E. Gostomski, Działalność małych i średnich przedsiębiorstw na rynkach zagranicznych, Wydawnictwo Uniwersytetu Gdańskiego, Gdansk 2009.</p> <p>2. K. Wach, Własny biznes w Unii Europejskiej, Wydawnictwo Uniwersytetu Ekonomicznego w Krakowie, Krakow 2008. 3. Badania marketingowe. Od teorii do praktyki. Redakcja D. Maison, A. Noga - Bogomiński, Gdanskie Wydawnictwo Psychologiczne, Gdansk 2007.</p> <p>4. Badania marketingowe. Teoria i praktyka. Redakcja naukowa K. Mazurek - Łopacińska, PWN, Warszawa 2011.</p>
	Supplementary literature	Materials provided by lecturers.
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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