

Subject card

Subject name and code	Globalization in the eCommerce Era, PG_00177900						
Field of study	Management						
Date of commencement of studies	October 2025		Academic year of realisation of subject			2025/2026	
Education level	Master's studies		Subject group			Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study	
Mode of study	full-time studies		Mode of delivery			at the university	
Year of study	1		Language of instruction			Polish	
Semester of study	2		ECTS credits			7.0	
Learning profile	academic		Assessment form			exam	
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Anna Dziadkiewicz				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	45.0	0.0	0.0	0.0	75
	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	75		4.0		96.0	175
Subject objectives	Demonstrating to students the specifics and conditions of doing business in an international context.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZMU2_W03] The student possesses a deep understanding of the relationship between the organization and its stakeholders. They are also aware of the complex phenomena and processes that occur in the organization's environment, including their variability and impact on the organization's functioning.	The student identifies changes in the organization's environment in global terms, both in the technological and economic spheres.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[ZARZMU2_U12] The student can use technologies and IT systems (including advanced ones) to support the execution of management-related tasks.	The student prepares a project on the functioning of a company in the international arena using digital tools.	[SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[ZARZMU2_K03] The student is ready to think and act entrepreneurially and responsibly, initiate, coordinate, and participate in projects that benefit the social environment and the public interest, and inspire others in this area.	The student prepares a project proposal using the latest advances in electronic communication.	[SK2] presentation/project/paper/report [SK5] implementation of a problem task
	[ZARZMU2_W10] The student possesses a comprehensive understanding of the key dilemmas of modern civilization and their importance in business decision-making contexts.	The student identifies the main external factors influencing the success of an organization in terms of globalization processes.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[ZARZMU2_U02] The student can identify complex issues related to the organization's operations, the processes within it, and its relationships with a changing environment, proposing appropriate and innovative solutions.	The student has the ability to analyze an organization in the context of its current and future market situation, taking into account technological changes.	[SU2] presentation/project/paper/report [SU5] implementation of a problem task
Subject contents	1. Globalization of the world economy 2. Internationalization 3. Transnational corporations in the global economy 4. Strategies for entering foreign markets 5. Global competition 6. Global marketing strategies 7. Intercultural conditions for functioning in a global environment 8. Technology supporting global business 9. Definitions and essence of e-business 10. The Internet and communication in a global environment 11. Logistics and global supply chain management		
Prerequisites and co-requisites	Students should be familiar with basic models of market competition, economic equilibrium and growth, international trade, capital and money markets. They should have basic knowledge of statistics and practical data exploration skills.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Written project and its presentation	51.0%	50.0%
	Written exam	51.0%	50.0%
Recommended reading	Basic literature	• G. Stonehouse, J. Hamill, D. Campbell, T. Purdie, Globalization: Strategy and Management, Felberg SJA 2001 • G. S. Yip, Global Strategy, PWE Warsaw 2004 • D. Sutherland, D. Canwell, The Key to International Business, PWN 2008 • J. Rymarczyk, International Business, PWE Warsaw, 2012 • The E-Business Bible 3.0 (team of authors), OnePress 2021	
	Supplementary literature	• A. Rzepka "Globalizacja w teorii i praktyce" 2014 • B.Drelich-Skulska "Ewolucja biznesu międzynarodowego w dobie globalizacji gospodarki" 2017	
	eResources addresses		
Example issues/ example questions/ tasks being completed	• What determines the success of a company on the global market? • Why do some organizations grow globally while others do not? • How does modern technology influence the development of a company on the global market?		
Work placement	Not applicable		

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