Subject card

Subject name and code	International Business, PG_00188088		
Field of study	International Business		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2026/2027
Education level	Master's studies	Subject group	Obligatory subject group in the field of study 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	English
Semester of study	1	ECTS credits	4.0
Learning profile	academic	Assessment form	exam
Conducting unit	Department of Sustainable Market Processes -> Faculty of Economics -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr Renata Orłowska	
	Teachers	mgr Christian Orobello dr Renata Orłowska	

Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	30.0	0.0	60
	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	60	0.0	40.0	100

Subject objectives	The aim of the course is to familiarize students with international business and the global economy, with particular emphasis on contemporary theories of international trade, trade policy, and the challenges faced by participants in the global economy. The course also aims to develop students' ability to analyze economic phenomena and processes occurring in the international environment and to prepare analytical reports supporting decision-making in international business.

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[IBMU2_U01] can analyse and interpret complex economic phenomena and relationships occurring in the international environment using advanced knowledge of international business and finance.	The student is able to analyze international trade processes, assess the implications of trade policy measures, and interpret economic developments in the global economy from an international business perspective.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[IBMU2_W01] knows and understands in an advanced manner selected facts, objects and phenomena related to economics and finance, as well as complex interrelations between them in the international dimension.	The student understands the mechanisms of international trade and the relationships among trade flows, trade policy, and processes in the global economy.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[IBMU2_W03] knows and understands in an advanced manner the terminology and concepts appropriate to international business, international economics and international finance, as well as related disciplines.	The student knows and understands advanced terminology in the areas of international trade, finance, and business.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[IBMU2_W04] knows and understands in an advanced manner contemporary theories of international business and international economics, including the differences between their main schools of thought, the principal trends in their development, and their implications for economic practice.	The student knows and understands contemporary theories of international trade and their implications for the functioning of international business and the global economy.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report

Subject contents	LECTURES – 15 HOURS 1. Introduction: The Nature of International Business Introduction to the course, assessment requirements and course organisation. International and domestic economy, gains from trade, classical trade theories, changing structure of international trade, gravity model (GM), and trade barriers. 2. Contemporary International Trade Theory and the International Division of Labour – Main Features and Criticism Product life cycle theory, Linder's representative demand theory, intra-industry trade (IIT), endogenous growth theory (EGT), new growth theory (NGT), new trade theory (NTT), and the Dixit-Stiglitz model. 3. International Trade Policy Liberalism versus protectionism, arguments for free trade, causes of protectionism, trade policy instruments, and controversies in trade policy. 4. Balance of Payments Concept and structure of the balance of payments, balance of payments equilibrium, and the balance of payments as a tool for analysing a country's economic situation. 5. Challenges Facing the Global Economy Challenges of emerging economies, challenges of industrialised economies, and international economic coordination. CLASSES – 15 HOURS 1. Introduction to the Course (1h) a) presentation of the course syllabus, assessment requirements and course organisation, b) analysis of the concept of international business, c) identification of the main actors in international business. 2. International Trade in the Global Economy (3h) a) analysis of the gains from international trade, b) interpretation of global trade data, c) analysis of changes in the structure of international trade, d) analysis of the gravity model. 3. International Trade Policy and Trade Barriers (4h) a) analysis of arguments for free trade and protectionism, b) identification of the beneficiaries and costs of protectionism, c) analysis of tariff and non-tariff trade barriers, d) assessment of the effects of trade policy instruments. 4. Balance of Payments as a Tool for Economic Analysis (3h) a) analysis of the structure of the balance of payments, b) interpretation of balance of payments data, c) identification of sources of external imbalances, d) analysis of selected country cases. 5. Challenges Facing the Global Economy (2h) a) analysis of challenges faced by emerging economies, b) analysis of challenges faced by industrialised economies, c) assessment of the importance of international economic coordination, d) discussion of contemporary challenges facing the global economy. 6. Course Assessment (2h) a) review of key course topics, b) written test. PROJECT WORK – 30 HOURS Global Business Observation Project (GBOP) Part I: Global Business Intelligence Report The project constitutes the first stage of the Global Business Observation Project (GBOP), implemented throughout subsequent semesters of study. Analyses conducted within the Global Business Intelligence Report will be further developed and expanded during the International Economic Diplomacy and Advanced International Economics courses. This approach enables students to examine the same issue from business, trade, institutional and macroeconomic perspectives while progressively developing their analytical competencies. 1. Topic Selection and Project Planning (3h) a) selection of a country, market, sector or economic phenomenon, b) definition of the report objective, c) identification of the information needs of the report recipient, d) development of an analytical plan. 2. Information Collection and Source Evaluation (3h) a) identification of data sources, b) evaluation of source credibility, c) preparation of a database of sources and data. 3. Economic Profile of the Analysed Object (4h) a) characteristics of the country, market or sector, b) analysis of key economic indicators, c) identification of development trends. 4. International Environment Analysis (4h) a) analysis of the position in the global economy, b) analysis of trade linkages, c) identification of key partners and competitors.

	5. Opportunities and Threats Analysis (4h) a) identification of growth drivers, b) identification of risks and constraints, c) assessment of the impact of global factors. 6. Data Analysis and Interpretation (4h) a) preparation of empirical material, b) interpretation of statistical data, c) formulation of conclusions. 7. Development of Recommendations (3h) a) identification of potential development paths, b) preparation of recommendations for international business stakeholders. 8. Preparation of the Final Report (5h) a) integration of analytical findings, b) preparation of the Executive Summary, c) drafting and editing the final report. Project outcome: Global Business Intelligence Report together with an Executive Summary.
Prerequisites and co-requisites	Knowledge of fundamental issues in the field of international economic relations. A final course grade may be awarded only upon successful completion of all course components, including lectures, classes, and the project. Passing each component is a mandatory requirement for passing the course.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
In-class work, diuscussion, test	51.0%	20.0%
group projcet	51.0%	40.0%
written exam	51.0%	40.0%

Recommended reading

Basic literature	Krugman P., Obstfeld M., International Economics. Theory and Policy, 12th ed. (2022) or earlier, Published by Pearson Czinkota M., et al, International Business, London: John Wiley & Sons 2009 (European Edition) Pegoraro, D., De Propris, L., Aggie Chidlow, A., De-globalisation, value chains and reshoring In book: Industry 4.0 and Regional Transformations, April 2020, DOI: 10.4324/9780429057984-9, LicenseCC BY-NC-ND 4.0 (https://www.researchgate.net/publication/340512841_De-globalisation_value_chains_and_reshoring) R.Orłowska, K.Żołądkiewicz, The new face of the World Trade Organization, Gdansk University Press, Gdansk 2021, (pp. 37-54; 143-176). P.Zientara, International economic relations. Selected theoretical issues and policy implications, Univertsity Press, Gdansk 2019.
Supplementary literature	Rugman A.M., Collinson S., International business, 6th ed. (2012), Published by Pearson.
eResources addresses	

Example issues/ example questions/ tasks being completed	1. Which of the following statement/statements is/are true: a. Local content requirements is a regulation that requires that some specific fraction of a final good is produced in foreign country. b. Standardization of health and safety norms are not a useful tool to minimize the trade consequences. c. Antidumping duties are response to unfair trade practices and the injury to domestic producers and are proportionate to the size of the price differential. d. Import quotas raise the price of imports by restricting their quantity. 2. An American tourist in France paid $200 for a lunch in one of French restaurants charging this amount on his Visa credit card. In BOP this transaction will be recorded as following a. CA: 200$ credit and FA: 200$ debit b. CA: 200$ debit and CA: 200$ credit c. CA: 200$ debit and FA: 200$ credit d. FA: 200$ debit and CA: 200$ credit 3. Which of these statement(s) is/are true? a. If Toyota Inc. of Japan builds an automobile assembly plant in the United States, the Japanese capital account would register an outflow. b. Unilateral transfers refer to two-sided transactions, reflecting the movement of goods and services in one direction with corresponding payments in the other direction. c. On the balance-of-payments statement, a capital inflow can be likened to the import of goods and services. d. In the balance-of-payments statement, statistical discrepancy is treated as part of the merchandise trade account because merchandise transactions are generally the most frequent source of error.
Work placement	Not applicable