



Offshoring in international marketing decisions Syllabus

Basic information

Field of study* International Economic Relations		Didactic cycle 2020/2021	
Specialisation International Business		Subject code UEPMSG03S.21C.8813.20	
Organizational unit UEP		Language of instruction English	
Level of qualification Second-cycle programme		Mandatory Obligatory	
Mode of study Full-time		Block Block C	
Track General academic			
Person responsible for the content of the syllabus	Marcin Soniewicki		
Period Semester 1	Method of evaluation Assessment		Number of ECTS points 3
	Activities and hours • Participation in lectures: 30		

Subject's educational aims

C1	To get to know the concept and idea of offshoring
C2	To get to know interdependencies between offshoring and theories describing international business
C3	To get to know implications of offshoring strategies

Entry requirements

BA in economics

Subject's learning outcomes

Code	Outcomes in terms of	Effects	Examination methods
Knowledge			
W1	Student knows the definition and concept of offshoring as well as its place in the theories of international business	K2_W01, K2_W02, K2_W06, K2_W11	Final quiz, Individual project, Research
W2	Student knows criteria for assessing offshoring locations	K2_W01, K2_W02, K2_W06, K2_W11	Final quiz, Individual project, Presentation
W3	Student knows the methods of evaluation the effects of offshoring investment	K2_W01, K2_W02, K2_W06, K2_W11	Final quiz, Individual project, Presentation
Skills			
U1	Student is able to identify type of offshoring and its conformity with the company's strategies	K2_U01, K2_U06, K2_U09, K2_U11	Final quiz, Individual project, Presentation
U2	Student is able to assess offshoring localization	K2_U01, K2_U06, K2_U09, K2_U11	Final quiz, Individual project, Presentation
U3	Student is able to evaluate the effects of offshoring investment	K2_U01, K2_U06, K2_U09, K2_U11	Final quiz, Individual project, Presentation
Social competences			
K1	Student develops interpersonal skills in cooperation within project groups	K2_U17, K2_K01	Final quiz, Individual project, Presentation
K2	Student develops presentation skills	K2_U17	Final quiz, Individual project, Presentation
K3	Student conducts or actively participates in plenary discussion	K2_U17, K2_K01	Final quiz, Individual project, Presentation

Study content

No.	Course content	Subject's educational goals	Subject's learning outcomes
1.	The processes of globalization and internationalization of marketing strategies	C2	W1
2.	The idea and definition of offshoring	C1	W1, U2
3.	Types of offshoring and outsourcing in international business	C1	W1, U1
4.	Offshoring in the light of theories describing internationalization and other theories of international trade and business	C2	W1, K3
5.	Reasons for offshoring and choice of localization	C1, C3	W1, W2, W3, U1, U2, K3
6.	Offshoring decision making process	C1, C3	W1, W2, W3, U1, U2, U3, K3
7.	Implications of offshoring for marketing strategies. Reshoring.	C3	W3, U3, K3
8.	Examples of companies pursuing offshoring, case study analysis and project presentations	C1, C2, C3	W1, W2, W3, U1, U2, U3, K1, K2, K3

Bibliography

Obligatory

1. R.Szczepański, „offshoring w marketingu międzynarodowym”, Marketing i Rynek 10/2007, PWE, Warszawa
2. J.Berry, „Offshoring opportunities”, Wiley, New Jersey, 2006
3. M.Rozkwitalska, „Zarządzanie międzynarodowe”, Difin, Warszawa 2007

Recommended

1. A.Gupta, “Outsourcing and offshoring of professional services”, Information Science reference, New York 2008
2. T.Hutzschenreuter, S. Dresel, W.Ressler, „Offshoring von Zentralbereichen”, Springer, Berlin 2007
3. M.Robinson, R.Kalakota, “Offshore outsourcing”, Mivar Press, 2005
4. - J.Pyndt, T.Pedersen, “Managing global offshoring strategies. A case Approach”, Copenhagen Business School, 2006 - M.Robinson, R.Kalakota, “Offshore outsourcing”, Mivar Press, 2005 - T.Hutzschenreuter, S. Dresel, W.Ressler, „Offshoring von Zentralbereichen”, Springer, Berlin 2007 - A.Gupta, “Outsourcing and offshoring of professional services”, Information Science reference, New York 2008

Course advanced

Teaching methods:

Project method, Brainstorming

Teaching methods	Method of evaluation	Credit conditions
Lectures	Final quiz, Individual project, Research, Presentation	

Calculation of ECTS points

Activity form	Activity hours*	
Participation in lectures	30	
Preparation of multimedia presentation	12	
Consultations with teacher	2	
Project preparation	42	
Student workload	Hours	ECTS
	86	3.0
Workload involving teacher	Hours	ECTS
	32	1.0
Practical workload	Hours	ECTS
	42	1.5

* one hour of classes = 45 minutes

Effects

Code	Content
K2_K01	the graduate is ready to critically assess the state of their own knowledge and skills, understands the need for lifelong learning as well as for broadening and supplementing the acquired knowledge and skills, extended to include an interdisciplinary dimension, and is able to inspire and organise other people's learning process
K2_U01	the graduate is able to accurately interpret and explain economic phenomena and the relationship between them
K2_U06	the graduate is able to use their knowledge in order to take up new challenges, to independently solve professional-work problems involved in functioning in a multicultural environment and in different legal and political systems; is characterised by a critical approach
K2_U09	the graduate is able to accurately use specialist concepts in the field of international economics, and to express their ideas with precision (in connection with the selected specialisation as part of the International Economics programme)
K2_U11	the graduate is able to identify the basic types of risk involved in companies' international activity, and to accurately determine their consequences and methods of their reduction, effectively using theoretical knowledge and a specific research method
K2_U17	the graduate is able to cooperate as part of a team, also a multicultural one, including the adoption of various team roles; has organisational skills that help to achieve goals related to designing and undertaking professional activities; is aware of the responsibility for their own work, and assumes responsibility towards their colleagues for jointly conducted research and projects
K2_W01	the graduate knows and understands thoroughly selected facts, objects, phenomena and relationships that constitute an advanced general knowledge of economic sciences, particularly economics, finance and management, and their place in the system of sciences and relationship to other sciences
K2_W02	the graduate knows and understands terminology, facts and phenomena in the field of international economics, international business relations and complementary areas of knowledge, such as international management, international trade, international logistics and international finance
K2_W06	the graduate knows and understands thoroughly the main areas of modern company management and operation in the national and international market, including the EU
K2_W11	the graduate knows and understands various views on economic structures and on changes in structures and institutions (particularly those operating in the international market), as well as the causes, course, scale and consequences of these changes