



International corporations and their business networks

Syllabus

Basic information

Field of study* International Economic Relations		Didactic cycle 2019/2020	
Specialisation International Business		Subject code UEPMSG03S.24C.11536.19	
Organizational unit UEP		Language of instruction English	
Level of qualification Second-cycle programme		Mandatory Elective	
Mode of study Full-time		Block Block C	
Track General academic			
Person responsible for the content of the syllabus	Milena Ratajczak-Mrozek		
Period Semester 3	Method of evaluation Assessment		Number of ECTS points 3
	Activities and hours • Participation in lectures: 30		

Subject's educational aims

C1	To present the contemporary forms of companies cooperation in international context
C2	To show the main assumptions of the concept of business network
C3	To identify the process of the network analysis within company's international activity
C4	To recognize the strategic decisions taken by the company in the context of the activities within the business network in the international market
C5	To assess the benefits and threats resulting from the business activities in the international business network

Entry requirements

Knowledge in the field of companies' internationalization, companies' competitive advantage, strategic management.

Subject's learning outcomes

Code	Outcomes in terms of	Effects	Examination methods
Knowledge			
W1	Student has the knowledge about selected network structures	K2_W06, K2_W11, K2_W14, K2_W15	Final quiz, Report, Group project / Group work, Research, Presentation
W2	Student has knowledge about methods of business network analysis	K2_W08	Final quiz, Report, Group project / Group work, Research, Presentation
W3	Student has knowledge about the processes of strategic decisions regarding network structures	K2_W03, K2_W06, K2_W14	Final quiz, Report, Group project / Group work, Research, Presentation
W4	Student has knowledge about the process of developing a competitive advantage in the context of the business network	K2_W03, K2_W14, K2_W15	Final quiz, Report, Group project / Group work, Research, Presentation
Skills			
U1	Student has the ability to use theoretical knowledge on the business network for the analysis of network structures and relationships of the real companies	K2_U01, K2_U02, K2_U03	Final quiz, Report, Group project / Group work, Research, Presentation
U2	Student has the ability to see relations, interactions between companies in the context of their international activities	K2_U01, K2_U03, K2_U04, K2_U07, K2_U08	Final quiz, Report, Group project / Group work, Research, Presentation
U3	Student has the ability to identify the causes of competitive advantage in the context of the business network	K2_U01, K2_U02, K2_U04, K2_U05, K2_U07, K2_U08	Final quiz, Report, Group project / Group work, Research, Presentation
U4	Student has the ability to analyze international business network	K2_U01, K2_U02, K2_U03, K2_U04	Final quiz, Report, Group project / Group work, Research, Presentation
Social competences			
K1	Student has the competence to present and argue his/her own views	K2_U18	Final quiz, Report, Class participation, Group project / Group work, Research, Presentation
K2	Student is able to express own judgments on important issues concerning the relation between business and the business environment	K2_U18	Final quiz, Class participation, Group project / Group work, Research, Presentation
K3	Student is able to work in a team, to carry out joint projects and is prepared to actively participate in the group	K2_U17, K2_U18, K2_K03	Report, Group project / Group work, Research, Presentation
K4	Student is able to communicate with the international environment	K2_U18	Final quiz, Report, Group project / Group work, Research, Presentation

Study content

No.	Course content	Subject's educational goals	Subject's learning outcomes
1.	The essence of network relationships, business networks and network approach	C1, C2	W1, U1, U2
2.	Social networks, social networks analysis	C2, C3, C4	W1, W2, U3
3.	The essence and types of local and international business networks	C1	W1, U1, U2
4.	The network model of internationalisation	C1, C2	W1, W3, U2
5.	The analysis of business network	C3	W2, U1, U2, U3, U4, K1, K2, K3, K4
6.	Impact of business network and cooperation on companies' competitive advantage in foreign markets - benefits and risks and coopetition	C2, C4, C5	W1, W3, W4, U1, U2, U3
7.	Keitersu, Guanxi, Hegu, Chaebol, Maquiladoras	C1	U1, U2, K2, K3, K4
8.	Network organisations, MLM	C1, C4, C5	W1, W3, U1, U2, K1, K2
9.	International corporate networks: MNCs, strategic alliances	C1	W1, U1, U2, K1, K2, K3, K4
10.	R&D networks, project networks	C1, C4	W1, W3, U1, U2
11.	Strategy and strategic decisions of companies within international business networks	C4, C5	W3, W4, U1, U2, U3
12.	Presentation of the projects prepared by students - analysis of business networks and network structures	C3, C4, C5	W1, W2, W3, W4, U1, U2, U3, U4, K1, K2, K3, K4

Bibliography

Obligatory

1. M. Ratajczak-Mrozek, Business Networks and Cooperation Within the Supply Chain as a Determinant of Growth and Competitiveness, „The European Financial Review”, April/May 2013, pp.30-33
2. The development of business networks in the company internationalisation process, ed. K. Fonfara, Poznań University of Economics Press, Poznań 2012
3. E. Todeva, Business Networks. Strategy and Structure, Routledge, 2006

Course advanced

Teaching methods:

Conversation lecture, Lecture with multimedia presentation, Case study

Teaching methods	Method of evaluation	Credit conditions
Lectures	Final quiz, Report, Class participation, Group project / Group work, Research, Presentation, Two possibilities: - final exam - or preparation of individual detailed project and presentation	

Calculation of ECTS points

Activity form	Activity hours*	
Report preparation	10	
Participation in lectures	30	
Literature research	5	
Preparation for exam	15	
Empirical research	15	
Consultations with teacher	5	
Preparation of multimedia presentation	5	
Student workload	Hours 85	ECTS 3.0
Workload involving teacher	Hours 35	ECTS 1.0
Practical workload	Hours 25	ECTS 1.0

* one hour of classes = 45 minutes

Effects

Code	Content
K2_K03	the graduate is ready to effectively participate in undertaking and implementing team project tasks regarding the operation of modern business entities and the economy as a whole in conditions of the progressing internationalisation of business activity and developing integration processes
K2_U01	the graduate is able to accurately interpret and explain economic phenomena and the relationship between them
K2_U02	the graduate is able to use in practice theoretical knowledge with reference to the operation of business entities in the international market (in connection with the selected specialisation as part of the International Economics programme)
K2_U03	the graduate is able to accurately analyse the causes and the course of processes and phenomena in a modern world economy, to formulate their own opinions on the subject, as well as to construct and verify simple research hypotheses
K2_U04	the graduate is able to make detailed observations and analyses of economic processes occurring in an open economy, to interpret essential statistical data and economic indices, as well as to forecast economic processes and phenomena, applying advanced methods and tools used in economic sciences
K2_U05	the graduate is able to efficiently use rules and standards regarding business activity in order to solve specific problems, particularly those arising from international cooperation (in connection with the selected specialisation as part of the International Economics programme)
K2_U07	the graduate is able to identify and analyse the relations between business entities and other institutions that are part of the national and international environment, and is able to understand them on the basis of a theoretical assessment of these phenomena (in connection with the selected specialisation as part of the International Economics programme)
K2_U08	the graduate is able to apply methods and tools, including statistical tools and data-acquisition techniques, in order to verify simple hypotheses, diagnose economic processes and, on this basis, make the right business decisions
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_U18	the graduate is able to properly communicate with a multicultural environment, and to appropriately establish priorities used in performing a task set by themselves or by others
K2_W03	the graduate knows and understands thoroughly various types and essential elements of economic structures and institutions, including business entities and the relations between them, on a national, international and intercultural scale; has a detailed knowledge of selected national and international economic structures and institutions
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_W08	the graduate knows and understands advanced methods and tools used in describing economic phenomena - including data-acquisition techniques - that help to describe and analyse business entities operating in the international market, as well as the processes and phenomena occurring within and between them, and methods and tools used in supporting decision-making processes (in connection with the selected specialisation as part of the International Economics programme)
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
K2_W14	the graduate knows and understands selected approaches, methods and tools used in managing a business entity in the national and international market, particularly in the fields of international marketing strategies and supply-chain management in international trade
K2_W15	the graduate knows and understands thoroughly the operation of business entities in the national and international environment