



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 |