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| FACULTY: | Koszalin University of Technology  Faculty of Economic Sciences |
| FIELD OF STUDY: | **MANAGEMENT** |
| ERASMUS COORDINATOR OF THE FACULTY: | Małgorzata Czerwińska-Jaśkiewicz, Phd |
| E-MAIL ADDRESS OF THE COORDINATOR: | malgorzata.czerwinska@tu.koszalin.pl |
| COURSE TITLE: | **International Business Strategies** |
| LECTURER’S NAME: | Dariusz Oczachowski, PhD |
| E-MAIL ADDRESS OF THE LECTURER: | [d.oczachowski@wp.pl](mailto:d.oczachowski@wp.pl) |
| ECTS POINTS FOR THE COURSE: | 4 |
| ACADEMIC YEAR: | 2021/2022 |
| SEMESTER:  (W – winter, S – summer) | W or S |
| HOURS IN SEMESTER: | Workshops: 30 hours |
| LEVEL OF THE COURSE:  (1st cycle, 2nd cycle, 3rd cycle) | 1st cycle |
| TEACHING METHOD:  (lecture, laboratory, group tutorials, seminar, other-what type?) | Workshops |
| LANGUAGE OF INSTRUCTION: | English |
| ASSESSMENT METOD:  (written exam, oral exam, class test, written reports, project work, presentation, continuous assessment, other – what type?) | Individual tests, preparation, presentation of a project (individual or group) |
| COURSE CONTENT: | 1. Introduction-domestic vs foreign business activities 2. The essence of international business activities 3. The world- UE, NAFTA (economic regions) 4. Threats and opportunities in running international business activities  |  |  | | --- | --- | |  | 1. Strategic concepts in international business activities |  1. Research procedures in international business practices 2. The environment of international business activities 3. Segmentation of international markets  |  |  | | --- | --- | |  | 1. Entering foreign markets-entry strategies (introduction) |  1. Entering foreign markets-entry strategies (continuation) 2. Product Policies 3. Price policies 4. Promotion policies 5. Distribution policies   Organization for international business practices |
| ADDITIONAL INFORMATION: | Didactic methods:  Case studies, individual tasks (for students), analysis of empirical material |

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