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**Summer School 2023**  
**Strategic foresight & managers' competences of the future**  
*course description*

a. Course name

International Business - Simulation Game

b. Lecturers

Paweł Brusilo, Karolina Łopacińska

c. Hours

8h

d. General description – course content

The course aims to visualize the internationalization of a company producing solar photovoltaic panels. The students can design this process and make the decisions needed in order to: (1) obtain the most significant share in selected markets, (2) build the best possible image and strong brand awareness, and (3) achieve a competitive advantage over other companies. The course offers space where students can identify and assess various determinants of the business environment - to make the best possible decisions for the company's development.

e. Learning outcomes

Knowledge:

1. Student knows and understands how the international business environment functions.
2. Student understands the determinants of a company's operation in logistics, marketing, trade policy, and cultural diversity management.
3. Student knows the conditions, benefits, and risks of the planned activities in the international business environment.

Skills:

1. Student can implement obtained knowledge and skills in the VR reality of a company's international business operations.
2. Student can analyze business activities in terms of their impact on the company's economic results, competitive position and image, as well as on the directions of the company's strategic development and the challenges it faces in the modern market.
3. Student can identify key conditions for the success of a company's business activities and its development prospects.

Competences:

1. Student can manage complex and diversified international business environment while paying attention to the local determinants of business activities.
2. Student can present ideas and propose solutions to overcome business challenges.
3. Student can work on conducting an in-depth analysis of the business environment.

f. Literature

1. Tongzon J. L., *Principles of International Logistics*, Edward Elgar Publishing 2022
2. Skulska B. et al., *International Business in the Global World*, Publishing House of WUE, Wrocław 2018
3. Skulski P., *Cultural Aspects of International Business*, Publishing House of WUEB, Wrocław 2020