

Załącznik nr 2 do zarządzenia nr 3 Rektora Szkoły Głównej Handlowej w Warszawie
z dnia 22 stycznia 2026 r.

Course programme “Global Management of Digital and Innovative Firms”

Course organiser: Centre for Open Education (Centrum Otwartej Edukacji)

Organisational unit responsible for substantive matters: Centre for Open Education
(Centrum Otwartej Edukacji)

Polish Qualification Framework Level: 6

Language: English

Course objective:

The aim of the course is to provide students with a comprehensive introduction to contemporary management challenges in an international and rapidly changing environment by presenting key theoretical concepts and practical management tools related to international operations and strategic management in the context of globalisation, as well as methods for identifying, analysing, and defining complex managerial problems. The course introduces fundamental concepts and methods in product and brand management, marketing, and sales, taking into account internal and external factors influencing organisational performance and competitiveness. It also explores the transformation of management towards digital models, with particular emphasis on the role of artificial intelligence in decision-making processes, co-management, inter-organisational relations, and adaptive management in both public and private sector organisations. In addition, the course develops students' creative and leadership competencies through an introduction to the creative problem-solving process and the design thinking methodology, enabling them to understand the stages of both approaches, manage problem-solving processes effectively, and confidently assume leadership roles in team-based and project-oriented environments.

Learning outcomes

Knowledge – the course participant knows and understands:

No.	Specification	Reference to the learning outcomes of the Polish Qualification Framework
W1	Contemporary theoretical concepts in the field of international operations and strategic management in the context of globalisation	P6S_WK
W2	Means of identifying and defining various problems in the area of international business management based on theoretical foundations	P6S_WK P6S_WG
W3	Methods of applying appropriate instruments for analysing and assessing the conditions of a company's operations in an international context	P6S_WK
W4	Advanced level – selected facts, objectives and phenomena, as well as methods and theories related to product and brand management; enabling the explanation of complex relationships between them	P6S_WG
W5	General information on marketing, sales, and product and brand management	P6S_WG
W6	Advanced level – selected key economic and other factors affecting the functioning of the product and brand on the market	P6S_WK
W7	Means of identifying and defining various problems in the area of organisational management in the context of artificial intelligence	P6S_WG
W8	Technological, economic and social trends shaping modern business	P6S_WG P6S_WK
W9	Stages of the creative problem-solving method	P6S_WG
W10	Design thinking methodology	P6S_WG

Skills – graduates are able to:

No.	Specification	Reference to the learning outcomes of the Polish Qualification Framework
U1	Identify the sources of the company's international competitiveness and assess the level of competitiveness of the enterprise	P6S_UW
U2	Formulate and justify a business strategy for international operations	P6S_UW
U3	Gather information from various international sources	P6S_UW
U4	Use the knowledge to solve complex and unusual problems in product and brand management	P6S_UG
U5	Select and utilize sources of information as well as critically evaluate them	P6S_UG
U6	Communicate with others using specialist terminology	P6S_UK
U7	Manage the process in accordance with the creative problem-solving method	P6S_UW P6S_UO
U8	Process management in accordance with project management practices	P6S_UW P6S_UO

Social competencies – graduates are prepared to:

No.	Specification	Reference to the learning outcomes of the Polish Qualification Framework
K1	Critical assessment of one's own knowledge and the content received	P6S_KK
K2	Acting responsibly as a product and brand manager	P6S_KR
K3	Fulfilling the role of team leader in the process in accordance with the creative problem-solving method	P6S_KR

No.	Specification	Reference to the learning outcomes of the Polish Qualification Framework
K4	Presenting one's ideas in a public forum	P6S_KO
K5	Working with others in teams	P6S_KR

Curriculum

No.	Thematic modules	Number of hours
1.	Introduction to Business Management in Global Markets: Introduction to terminology and general principles in international management.	8
2.	Firms Strategies in International Business: Overview of contemporary theoretical concepts and management tools in the field of international operations and strategic management in the context of globalisation, as well as a presentation of methods of identifying and defining various problems in the field of international operations management.	12
3.	Product and Brand Management: Introduction to methods and theories related to product and brand management, as well as general information on marketing, sales, and product and brand management, taking into account factors affecting the functioning of an organisation.	12
4.	Artificial Intelligence in Management: Characteristics of the transformation of management towards a digital model and the use of artificial intelligence in decision-making, co-management, inter-organisational relations and adaptive management in the public and private sectors.	12
5.	Creative Problem-Solving Process and Design Thinking: Introduction to methodology of the creative problem-solving process and the design thinking method that enables the	12

No.	Thematic modules	Number of hours
	understanding of the stages of both approaches, effective management of the process in accordance with creative problem solving and design thinking principles, and confident assumption of the role of a team leader throughout the process.	

Total number of hours: 56

ECTS credits: 6

Assessment:

1. Active participation in class discussions.
2. Team tasks.
4. Project carried out as part of a team.
5. Examination.

Methods of documenting learning outcomes on the course:

1. Activity log.
2. List of written assignments.
3. Assessment of a team project.
4. Examination documentation.

Matrix of learning outcomes for thematic modules covered by the course programme

Knowledge – the course participant knows and understands:

Learning outcomes	1.	2.	3.	4.	5.
W1	X	X			
W2		X			
W3		X			
W4			X		
W5	X		X		
W6			X		
W7				X	
W8	X			X	

Learning outcomes	1.	2.	3.	4.	5.
W9					X
W10					X

Skills – graduates are able to:

Learning outcomes	1.	2.	3.	4.	5.
U1	X	X	X		X
U2		X			X
U3		X		X	X
U4			X		
U5	X		X	X	
U6	X	X	X		
U7					X
U8	X				X

Social competencies – graduates are prepared to:

Learning outcomes	1.	2.	3.	4.	5.
K1	X	X	X	X	
K2			X		
K3					X
K4	X			X	X
K5	X		X		X

Literature

1. Chernev A., Identifying Target Customers, [w:] Strategic Marketing Management, Tom 6., Cerebellum Press, 2019;
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5. Maurya A., *Running Lean: Iterate from Plan A to a Plan That Works*, O'Reilly
Media 2022;
6. Peng M.W., *Global Strategic Management*, wyd. 2., Cengage Learning, 2009;
7. Thompson A.A., Strickland A.J., Gamble J.E., *Crafting and Executing Strategy*,
wyd. 17., McGraw-Hill - Irwin, Boston 2010;
8. Osborn A., *Applied Imagination: Principles and Procedures of Creative Problem
Solving*, Creative Education Foundation Press, 1953/2001;
9. de Bono E., *Lateral Thinking: Creativity Step by Step*, Harper & Row, 1973;
10. Brown T., *Design Thinking*. *Harvard Business Review*, july 2008;
11. Altshuller H. 1994. *The Art of Inventing (And Suddenly the Inventor Appeared)*
Worcester, Massachusetts: Technical Innovation Center 1994;
12. Rowe G. P., *Design Thinking*. Cambridge: The MIT Press 1987.