

Subject card

Subject name and code	Foreign Industry Markets, PG_00122146						
Field of study	International Economic Relations						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2024/2025		
Education level	postgraduate studies	Subject group			Obligatory subject group in the field of study		
Mode of study	part-time studies	Mode of delivery			at the university		
Year of study	1	Language of instruction			Polish		
Semester of study	2	ECTS credits			3.0		
Learning profile	academic	Assessment form					
Conducting unit	Zakład Handlu Zagranicznego -> Katedra Biznesu Międzynarodowego -> Faculty of Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Anna Sperska				
	Teachers		dr Anna Sperska				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	20.0	0.0	0.0	0.0	20
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	20		0.0		0.0	20
Subject objectives	To familiarize students with the market characteristics of selected industries and industry-specific conditions for expansion into foreign markets - including the determinants of demand, trade barriers (tariff and non-tariff), instruments of the EU trade policy.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSGMU2_W10] has an in-depth knowledge of the legal, cultural and financial conditions related to business operations, in particular those of an international nature	The student is able to select from the legal, social and economic environment the factors most relevant for a given industry and/or target market.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[MSGMU2_W11] has a theoretically grounded, in-depth knowledge of the key issues of managing a business entity on the national and international market and of selected detailed issues of the international supply chain	The student is able to assess the export readiness of the company as well as its competitive advantages in the context of industry-specific market conditions.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[MSGMU2_U04] can use the acquired knowledge to formulate and solve complex problems related to the operation of economic entities on the international market, with particular emphasis on the European Union market	The student knows and understands the most relevant EU regulations for a given industry and is able to assess their impact for a regular enterprise.	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written
	[MSGMU2_K06] is ready to independently identify, diagnose and responsibly resolve dilemmas and alternative solutions related to his/her profession and the development of professional achievements	The student is able to make a comprehensive analysis of trade barriers, risks and regulatory challenges related to transactions of a specific nature (specific goods/source or target country).	[SK2] presentation/project/paper/ report
	[MSGMU2_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; assesses risks and threats and finds ways of counteracting their effects	The student can independently select decision-making criteria and assess the export attractiveness of a specific industry and/or target market.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report
	[MSGMU2_U05] can apply the rules and standards of business activity in order to solve complex and atypical problems arising from international economic cooperation	The student knows and understands the formal conditions of trade in goods with foreign countries: knows the purpose of customs tariffs, taxes, rules of origin, technical and sanitary barriers, etc. The student can independently search and interpret information in this area.	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written [SU6] demonstration of practical skills
	[MSGMU2_U06] can identify types of risks related to international operations of enterprises and correctly determine their consequences and methods of mitigation, with a skilful application of theory, using appropriate research method	The student is able to identify the risks associated with expansion into non-EU markets, as well as the effects of ignorance or non-compliance with the regulations governing foreign trade within a given industry.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
	[MSGMU2_W09] has an in-depth knowledge of selected areas of the functioning of a modern enterprise in the national and international environment; understands the conditions, principles and consequences of decisions taken in its structures aiming at the development, and the dependencies among enterprises on the international market	The student is able specify the impact of current macro-trends on the level of the selected industry and determine their influence on the company's current and future activity on both domestic and foreign markets.	[SW1] oral statement/ conversation/discussion
Subject contents	<p>Each class is dedicated to the analysis of one of the prospective industry markets in terms of:</p> <ul style="list-style-type: none"> • Characteristics of Poland's turnover from abroad and Poland's position in the global trade of a given industry, • Determinants of competitiveness in a given industry market, • Legal aspects, formal and informal barriers to export, • Industry-specific conditions for the choice of the target market and the form of expansion. 		

Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Group presentation	51.0%	50.0%
	Test	51.0%	50.0%
Recommended reading	Basic literature	Industry reports of government and private institutions: Export Promotion Portal, Polish Development Fund Group, Polish Investment and Trade Agency, Polish Economic Institute, KPMG, PKO BP Statistical databases: EUROSTAT, GUS Trade barrier search engines: Access2Markets, ISZTAR Official Portal of the Republic of Poland Gov.pl	
	Supplementary literature	<i>Lack of complementary literature sources</i>	
	eResources addresses	Adresy na platformie eNauczenie:	
Example issues/ example questions/ tasks being completed	Characteristics of Poland's turnover with foreign countries within a given industry; the position of Poland in international trade of the industry; identification of competitive advantages and competitive strategies of Polish enterprises in the industry; identification of formal and informal barriers to export; identification of industry-specific determinants of the choice of the target market; identification of the most important macro-trends for the industry and their impact on economic activity; identification of the most important EU directives for the industry and their impact on the competitiveness of Polish enterprises; identification of preferential trade agreements, specificity of the preferences and methods for documenting the origin of goods.		
Work placement	Not applicable		

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