

Subject card

Subject name and code	Management of the Transaction Cycle on Foreign Markets, PG_00091678						
Field of study	International Economic Relations						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2025/2026		
Education level	postgraduate studies	Subject group			Obligatory subject group in the field of study		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	2	Language of instruction			Polish		
Semester of study	4	ECTS credits			6.0		
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 Justyna Biegańska				
	Teachers		dr Justyna Biegańska				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	0.0	0.0	15
	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	15		0.0		0.0	15
Subject objectives	As a result of completing the course, the student will gain in-depth knowledge of the organization of commercial activities on foreign markets, learn the methods and forms of cooperation of enterprises on the international market and the principles of conducting trade in goods, and, in particular, the rules of customs handling of import and export of goods, will gain the ability to make decisions in the field of planning commercial activities on foreign markets and completing commercial and customs documents.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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 independently selects both the target market and the commercial contractor using objective decision criteria as well as quantitative and qualitative methods.	[SK2] presentation/project/paper/report [SK8] observation of student's independent or team work
	[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 identifies the sources of risk at each stage of the transaction cycle, knows how to limit it; the student is able to classify potential target markets and trade contractors according to the risk level.	[SU2] 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 develops a project of a promising export product, identifies the competitive advantages of the company, analyzes its market position, assesses the readiness of the company to internationalize.	[SK2] presentation/project/paper/report
	[MSGMU2_U07] can plan and manage a commercial transaction on the international market, conduct effective negotiations, analyse and critically assess the course of the transaction	The student knows the stages of the transaction cycle and the tasks facing the entrepreneur at each stage; the student is able to formulate transaction and negotiation goals and assess their implementation.	[SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
	[MSGMU2_U12] can manage teamwork, cooperate and work in a team, in particular an international one, taking a leading role in it	The student cooperates in a team preparing a group project and a presentation; the students learns to take responsibility for the tasks assigned to him.	[SU2] 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 recognizes the multidimensionality of transaction cycle management process; he/she is aware of the key aspects of the legal, financial, social and economic business environment; the student learns the problems and challenges appearing at each stage of the cycle.	[SU1] oral statement/conversation/discussion
	[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 knows the rules for preparing a commercial offer, a commercial contract, knows the legal bases governing international trade agreements, as well as the trade customs pertaining to the organization of international transport.	[SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[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 is able to identify trade barriers and trade restrictions on a given target market; the student can complete commercial documentation for the entire transaction cycle.	[SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
	[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 independently assess the social, economic, legal and technological conditions of export expansion or import from a given foreign market.	[SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[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 has in-depth knowledge of the organization of commercial activities on the international market and is aware of the importance of rational management in this area.	[SW1] oral statement/conversation/discussion

Subject contents	<p>The content discussed during the classes is organized in accordance with the structure of the student project:</p> <ol style="list-style-type: none"> 1. Initial meeting 2. Presentation of the company, motives of internationalization 3. Criteria for selecting the target market 4. Criteria for selecting a contractor 5. Negotiations and drafting a commercial contract 6. Commercial, transport and insurance documents 7. Presentations of the student projects 														
Prerequisites and co-requisites	<p>knowledge useful for implementing program content:</p> <ul style="list-style-type: none"> • knowledge of international trade in goods the commercial transaction cycle and commercial customs • international trade transactions • foreign trade procedures and documents 														
Assessment methods and criteria	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 40%;">Subject passing criteria</th> <th style="width: 30%;">Passing threshold</th> <th style="width: 30%;">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td>Student project</td> <td>0.0%</td> <td>70.0%</td> </tr> <tr> <td>Presentation</td> <td>0.0%</td> <td>10.0%</td> </tr> <tr> <td>Class activities</td> <td>0.0%</td> <td>20.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Student project	0.0%	70.0%	Presentation	0.0%	10.0%	Class activities	0.0%	20.0%
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Example issues/ example questions/ tasks being completed	<p>Analysis of own production capacity or demand for imported goods; comprehensive analysis of foreign markets; search for foreign partners; sending offers or requests for quotations; preparation of the negotiation team, determination of the negotiation goal and BATNA, place and time, negotiation techniques, contract clauses; organization of transport on the main route of transport; initiating the appropriate payment instrument in the bank; making export and import customs clearance; delivery of goods; payment for goods; analysis of documents in terms of their compliance and correctness; economic analysis of the transaction and its course; resolution of disputes; archiving of documents.</p>														
Work placement	<p>Not applicable</p>														

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