

Subject card

Subject name and code	Expansion of the Company on the International Market, PG_00124353						
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	3	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						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	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	The aim of the course is to provide structured and in-depth knowledge about the motives, forms and risks of foreign expansion. The case study analysis will indicate effective expansion strategies and key challenges in the process of internationalization of the enterprise. The knowledge provided during the lecture constitutes the basis for practical classes workshops carried out in subsequent semesters.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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	student has in-depth knowledge and understanding of the principles of development of business entities through internationalization	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[MSGMU2_U01] can creatively interpret and explain complex and atypical economic phenomena and the relations occurring between them, using the acquired knowledge in economics, finance and international economic relations	student is able to creatively interpret and explain complex and unusual economic phenomena and the relationships between them, using the knowledge in the field of economics, finance and international economic relations	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written
	[MSGMU2_U03] can identify and analyse relations between business entities and institutions in their national and international environment	student is able to identify and analyze connections between enterprises and institutions in connection with the implementation of the foreign expansion strategy	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written
	[MSGMU2_W05] has an in-depth knowledge of the world economy, principles of global market functioning and international financial relations as well as the process of their evolution; understands the causes, regularities and consequences of occurring changes	student has in-depth knowledge of the world economy, the principles of functioning of the global market and international financial relations and the process of their evolution, understands the causes, regularities and consequences of the changes taking place	[SW4] test/exam - oral or written [SW1] 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	student has in-depth knowledge of selected areas of operation of a modern enterprise in an international environment, understands the conditions, principles and consequences of foreign expansion	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[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	student is ready to think and act in an entrepreneurial way	[SK1] oral statement/conversation/ discussion [SK4] test/exam - oral or written
Subject contents	<ol style="list-style-type: none"> 1. Introduction to the subject. Motives of foreign expansion. 2. Stages of foreign expansion. 3. Analysis and selection of target markets. 4. Strategies in international business. 5. Forms of foreign expansion. 6. Key challenges and problems in the process of foreign expansion. 7. Globalization vs. deglobalization. 8. Case study. 		
Prerequisites and co-requisites	None		

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Exam	51.0%	90.0%
	Activity during lectures	51.0%	10.0%
Recommended reading	Basic literature	1. Bednarz J., Pangsy-Kania S., Treder H., Ekspansja zagraniczna przedsiębiorstw w warunkach konkurencji międzynarodowej, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2021. 2. Gorynia M., Strategie ekspansji zagranicznej przedsiębiorstw, Wydawnictwo PWE, Warszawa 2007.	
	Supplementary literature	1. Penc-Pietrzak I., Analiza strategiczna w zarządzaniu firmą. Koncepcja i stosowanie, CH. Beck, Warszawa 2003. 2. Grottel M., Sperska A., Możliwości eksportowania przez polskie przedsiębiorstwa na rynki wybranych krajów Afryki Subsaharyjskiej, "Ekonomia Międzynarodowa", 2020, nr 32, s. 267-293.	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

Document generated electronically. Does not require a seal or signature.