

## Subject card

|                                             |                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                          |                                         |                                     |                                                |            |     |
|---------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------|-------------------------------------|------------------------------------------------|------------|-----|
| Subject name and code                       | Expansion of the Company on the International Market, PG_00170193                                                                                                                                                                                                                                                                                                                                                     |                                                          |                                         |                                     |                                                |            |     |
| Field of study                              | International Economic Relations                                                                                                                                                                                                                                                                                                                                                                                      |                                                          |                                         |                                     |                                                |            |     |
| Date of commencement of studies             | October 2025                                                                                                                                                                                                                                                                                                                                                                                                          |                                                          | Academic year of realisation of subject |                                     | 2026/2027                                      |            |     |
| Education level                             | Master's 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                             | Division of International Trade -> Department of International Business -> Faculty of Economics -> Rector                                                                                                                                                                                                                                                                                                             |                                                          |                                         |                                     |                                                |            |     |
| 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                                                       |                                         | 12.0                                |                                                | 48.0       | 75  |
| 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_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<br>[SW1] oral statement/<br>conversation/discussion |
|                                 | [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<br>[SW1] oral statement/<br>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/<br>discussion<br>[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/<br>discussion<br>[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<br>[SW1] oral statement/<br>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/<br>discussion<br>[SK4] test/exam - oral or written |
| Subject contents                | 1. Introduction to the subject. Motives of foreign expansion.<br><br>2. Stages of foreign expansion.<br><br>3. Analysis and selection of target markets.<br><br>4. Strategies in international business.<br><br>5. Forms of foreign expansion.<br><br>6. Key challenges and problems in the process of foreign expansion.<br><br>7. Globalization vs. deglobalization.<br><br>8. Case study. |                                                                                                                                                                                                                                                                     |                                                                                       |
| Prerequisites and co-requisites | None                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                     |                                                                                       |

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|----------------------------------------------------------------|--------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|
| 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.<br>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.<br>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/<br>example questions/<br>tasks being completed |                          |                                                                                                                                                                                                                                                                                                             |                               |
| Work placement                                                 | Not applicable           |                                                                                                                                                                                                                                                                                                             |                               |

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