

Subject card

Subject name and code	Expansion of Enterprises to Foreign Markets, PG_00170519						
Field of study	International Economic Relations						
Date of commencement of studies	October 2025		Academic year of realisation of subject			2025/2026	
Education level	Master's 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			2.0	
Learning profile	academic		Assessment form			exam	
Conducting unit	Division of International Trade -> Department of International Business -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Aleksandra Bielawska				
	Teachers		dr Aleksandra Bielawska				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	20.0	0.0	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		15.0		15.0	50
Subject objectives	The aim of the course is to provide structured and in-depth knowledge about the motives, forms and risks of foreign expansion of enterprises. The case study analysis will indicate effective expansion strategies and key challenges in the company's internationalization process. The knowledge provided during the lecture constitutes the basis for practical workshop classes carried out in subsequent semesters.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSGMU2_W12] has an in-depth knowledge and understanding of the principles of establishing and development of business entities, including forms of individual entrepreneurship	The student has an in-depth knowledge and understanding of the principles of development of economic entities through internationalization.	[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	The 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_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 is able to use the acquired knowledge to formulate and solve complex problems related to the expansion of business entities into selected foreign markets, with particular emphasis on the European Union market.	[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	The student is able to identify and analyze connections between economic entities and institutions in connection with the implementation of foreign expansion strategies.	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written
	[MSGMU2_W06] knows and understands the fundamental dilemmas related to globalisation and the formation of contemporary international economic relations	The student knows and understands the fundamental dilemmas related to globalization and their impact on the foreign expansion of enterprises.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[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 has in-depth knowledge of the legal, cultural and financial conditions related to running a business on foreign markets. The student consults with the lecturer.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[MSGMU2_W03] knows and understands types of economic ties and the regularities governing them; understands the conditions and principles of the functioning of the market and the market mechanism in the national, international and global aspect	The student knows and understands the types of economic ties and the regularities that govern them, and understands the conditions and principles of expansion of enterprises into foreign markets.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[MSGMU2_U09] can innovatively solve problems in the field of international economic relations and the functioning of economic entities on the international market, adapting existing or developing new methods and tools	The student is able to innovatively solve tasks related to the functioning of business entities on the international market, adapting existing methods and tools.	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written
	[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 types of risks associated with the foreign expansion of enterprises and correctly determine their consequences and methods of mitigating them.	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written
	[MSGMU2_W04] has an in-depth knowledge of different types and elements of economic structures and institutions, including institutions, organisations and economic entities; understands the causes, course, scale and consequences of changes occurring in them, as well as relations between them on a national, international and intercultural scale; knows the theories explaining relations among them	The student has in-depth knowledge of institutions, organizations and economic entities and the relationships between them in the internationalization process.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion

	Course outcome	Subject outcome	Method of verification
	[MSGMU2_W07] has an in-depth knowledge of selected (legal, organisational, ethical) rules and norms conditioning the functioning of economic structures and institutions on the international market; understands the regularities governing them, changes occurring in them and their sources, and their impact on the functioning of economic entities	The student has in-depth knowledge of selected rules and norms (legal, organizational, ethical) determining the process of expansion of enterprises into foreign markets.	[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	The student is ready to think and act in an entrepreneurial way.	[SK1] oral statement/conversation/ discussion [SK4] test/exam - oral or written
Subject contents	1. Introduction to the subject. Motives for foreign expansion of enterprises. 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. Case study.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	attendance at lectures and active participation in discussions	51.0%	20.0%
	written test consisting of closed, multiple and single-choice questions and open questions	51.0%	80.0%
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 firma. Koncepcja i stosowanie, CH. Beck, Warszawa 2003. 2. Grottel M., Sperska A., Możliwość eksportowania przez polskie przedsiębiorstwa na rynki wybranych krajów Afryki Subsaharyjskiej, "Ekonomia Międzynarodowa", 2020, nr 32, s. 267-293.	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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