

Subject card

Subject name and code	Innovation of Enterprises on International Market, PG_00172238						
Field of study	International Economic Relations						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	Bachelor'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	2		Language of instruction		Polish		
Semester of study	4		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Division of International Economic Relations -> Department of International Business -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Sylwia Pangsy-Kania				
	Teachers		dr hab. Sylwia Pangsy-Kania				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	12.0	0.0	0.0	0.0	12
	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	12		4.0		34.0	50
Subject objectives	Identifying the determinants of enterprise innovativeness in the international market.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSG3_U13] can prepare presentations and oral speeches on selected specific problems concerning international economic relations (in connection with the chosen speciality within International Economic Relations), using basic theoretical approaches, specialist terminology, principles of collecting data from various sources, their description and interpretation, and drawing conclusions based on scientific literature	The student is capable of preparing presentations and delivering oral speeches concerning enterprise innovativeness in the international market.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[MSG3_W06] knows and understands the relations between economic entities and public institutions functioning in the national, international and intercultural realms	The student knows and understands the relationships between economic entities and public institutions in the context of innovativeness.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[MSG3_W02] has an advanced knowledge and understanding of the terminology of international economic relations and complementary disciplines	The student has an advanced understanding of the terminology related to enterprise innovativeness in the international market.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[MSG3_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking; is resilient to failures; can identify threats and assess the risk of their occurrence	The student is prepared to think and act in an entrepreneurial manner.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[MSG3_K02] critically assesses the level of his/her knowledge in the field of economics; is willing to deepen and update this knowledge throughout his/her life	The student critically assesses the level of their knowledge in the field of economics.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[MSG3_U01] can correctly interpret and explain economic and social phenomena, analyse their causes, course and connections between these phenomena using the acquired knowledge of economics, finance and international economic relations	The student is able to accurately interpret and explain economic and social phenomena, concerning enterprise innovativeness in the international market.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[MSG3_W13] has a well-structured knowledge of the functioning of business entities in the national and international environment, with particular emphasis on the European Union	The student has structured knowledge of the functioning of economic entities in international environments.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[MSG3_W03] has an advanced and structured knowledge of the world economy and international economic relations; understands the process of their evolution, including its causes and consequences	The student possesses advanced and structured knowledge of the global economy.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
Subject contents	• The essence, types, and sources of innovation • Innovation in selected countries in the context of their competitive position • The importance of innovation as the foundation for building a competitive advantage in enterprises • Characteristics of an innovative enterprise and determinants of innovative activity • Measurement and criteria for assessing the innovation activity of enterprises • Examples of innovative enterprises in the international market • Doubts regarding the importance of innovation in the enterprise will be addressed during consultations with the lecturer.		
Prerequisites and co-requisites			

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	presentation/project	51.0%	100.0%
Recommended reading	Basic literature	Pangsy-Kania S., Polityka innowacyjna państwa a narodowa strategia konkurencyjnego rozwoju, wyd. Uniwersytetu Gdańskiego, Gdańsk 2007.	
	Supplementary literature	Websites of international companies.	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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