University of Gdańsk

Subject card

Subject name and code	Enterprise Strategies on Foreign Markets, PG_00199224						
Field of study	International Economic Relations						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2028/2029		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish		
Semester of study	5		ECTS credits		3.0		
Learning profile	academic		Assessment form		exam		
Conducting unit	Department of Transport Policy and Economic Integration -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Maciej Krzemiński				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	15.0	0.0	45
	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	45		0.0		30.0	75
Subject objectives	To familiarize students with the theory and practice of formulating and applying strategies in enterprises operating on foreign markets.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSGL3_W13] has a 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 enterprises in the national and international environment, with particular emphasis on the European Union.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[MSGL3_W15] has an advanced knowledge of management of an economic entity on the international market; knows and understands strategies and marketing tools used in this management	The student has advanced knowledge of enterprise management on the market international, knows and understands marketing strategies and tools used in management.As part of the consultation with the lecturer, he discusses case studies of internationalised enterprises.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[MSGL3_W06] has knowledge and understanding of 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 institutions public entities operating in the national, international and intercultural spheres.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[MSGL3_W05] has knowledge and understanding of the principles of establishing and developing various forms of entrepreneurship	The student knows and understands the basic principles of creating and developing various forms entrepreneurship, especially in the context of entering foreign markets.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[MSGL3_W04] has an advanced knowledge of different types and essential elements of the structures of economic entities and organisations, and public institutions	The student has advanced knowledge of various types and important elements of structures of enterprises and public institutions, especially in the context of their importance for the internationalization of enterprises.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[MSGL3_U06] can identify selected risks related to international operations of enterprises and assess their consequences correctly	The student is able to identify selected types of risks associated with entering foreign markets and correctly assess their consequences.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
	[MSGL3_U04] uses the acquired theoretical knowledge in economics to analyse and evaluate the operation of economic entities on the international market, with particular emphasis on the European Union market	The student is able to use his theoretical knowledge in the field of economics analysis and assessment of the functioning of enterprises on the international market, with particular emphasis on the European Union market and the application of appropriate internationalization strategies.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report

Subject contents	1. Strategies and strategic management in international business - principles and determinants of strategic management. The role of globalization. Transnational enterprises. 2. Reasons for foreign expansion of enterprises: Porter's model; Yip model; motives for foreign expansion of enterprises 3. Strategy of foreign expansion of enterprises: definitions and levels of strategy; internationalization strategy; types of internationalization strategies; global strategy. 4. Forms of foreign expansion of enterprises: export; licensing; franchising; management contracts; turnkey contracts; sub-delivery contracts; joint ventures; own branches and branches on foreign markets. 5. Methods of selecting the form of foreign expansion of enterprises: criteria for selecting a strategy for entering foreign markets; selection methods based on economic calculation; selection methods based on the development and internationalization phases; multi-criteria selection methods. 6. Alliances and strategic alliances. Creation goals, types. Benefits and threats for enterprises and the environment. 7. Theoretical explanations of foreign expansion of enterprises: theory of international trade and internationalization of enterprises; theory of foreign direct investment and the internationalization of enterprises 8. Organizational structures of global enterprises. Corporate culture of this type of enterprises. Common features and differences. Model and practical approach. Horizontal and vertical integration of production processes. 9. Specificity of marketing in transnational enterprises. 10. Specificity of human resources management in transnational enterprises. Any doubts regarding the issues discussed in the subject, in particular those concerning the interpretation of definitions, may be clarified during consultations.
Prerequisites and co-requisites	Microeconomics.
Assessment methods and criteria	

Subject passing criteria	Passing threshold	Percentage of the final grade
Project	51.0%	50.0%
Exam	51.0%	50.0%

Recommended reading	Basic literature	Zarządzanie strategiczne w dobie cyfrowej gospodarki sieciowej; red. Gregorczyk S, Urbanek G., wydawnictwo UŁ 2020 Jarosiński M., Procesy i modele internacjonalizacji polskich przedsiębiorstw, SGH, Warszawa 2013 Zakrzewska - Bielawska Agnieszka. Strategie rozwoju przedsiębiorstw. Nowe spojrzenie. PWE, Warszawa 2018 Przedsiębiorstwo. Drogi sukcesu rynkowego. Red. J. Żurek, Polskie Wydawnictwo Ekonomiczne, Warszawa 2016. Rugman Alan, Collinson S., International Business, Pearson 2012 Gierszewska G., Romanowska M., Analiza strategiczna przedsiębiorstwa, PWE, Warszawa 2009; M. Gorynia, Strategie zagranicznej ekspansji przedsiębiorstw, PWE, Warszawa 2007 A. Stępniak, Strategie przedsiębiorstw na obszarze UE w zakresie zagranicznych inwestycji bezpośrednich, UG, Gdańsk 2005 M. Rozkwitalska, Zarządzanie międzynarodowe, Difin, Warszawa 2007 J. Gutowski T., Rozwój przedsiębiorstwa we współczesnej gospodarce, (w:) Gospodarka elektroniczna - współczesne przedsiębiorstwo na rynku globalnym. Seria: Współczesna Gospodarka, nr 1. Red. J. Winiarski, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2010
	Supplementary literature	Rymarczyk, Internacjonalizacja i globalizacja przedsiębiorstw, PWE, Warszawa 2004
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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