University of Gdańsk

Subject card

Subject name and code	Fundamentals of Corporate Operations, PG_00199258		
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	Division of Global Economy -> Department of Maritime Transport and Seaborne Trade -> Faculty of Economics -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr Tomasz Gutowski	
	Teachers		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	15.0	15.0	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

The aim of the course is to familiarize students with the processes of functioning, development, and management methods of corporations. During the course exercises, the student learns about the process of corporate investment

Learning outcomes

Course outcome	Subject outcome	Method of verification
[MSGL3_K03] participates in the preparation of economic and social projects; can reconcile legal, economic, ecological, political and social requirements	The student actively participates in the implementation of projects and engages in academic and professional debates	[SK3] text preparation/written work
[MSGL3_U03] can identify and analyse relations between economic entities and public institutions in the national and international environment; using the acquired theoretical knowledge can critically evaluate these relations and indicate directions for their further development or changes	The student can analyze the interrelationships and interactions between enterprises	[SU1] oral statement/conversation/ discussion
[MSGL3_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 knowledge of economic systems and economic relations	[SW1] oral statement/ conversation/discussion
[MSGL3_U10] can take an active part in a debate, presenting his/ her own viewpoint and supporting it with argumentation based on selected theories, opinions of various authors and/or statistical data	The student is able to actively participate in debates, defending their own position based on acquired knowledge	[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 uses theoretical knowledge to analyze the activities of corporations in the modern market	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written
[MSGL3_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 ready to think and act entrepreneurially, takes on the challenges of creative thinking, identifies threats, and assesses risk	[SK1] oral statement/conversation/ discussion [SK4] test/exam - oral or written

Subject contents

Market and entities of the global economy (2 hours)
Functioning of enterprises in the global market (2 hours)
Strategies implemented in the global market (2 hours)
Corporations - concept, essence, development, functioning (lecture with corporate representative participation) (2 hours) Ways of competing with corporations (lecture with corporate representative participation) (2 hours)
Specifics of corporation functioning - models, principles, management, development (lecture with corporate representative participation) (2 hours)
Foreign direct investments as a form of corporate investment - current state and development directions (2 hours)
Corporate (social) responsibility in the contemporary economy (1 hour)

Prerequisites and co-requisites

Skills in formulating own opinions and arguments, teamwork, and analytical thinking

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
preparation of a written assignment	51.0%	20.0%
participation in a debate	51.0%	40.0%
exam	51.0%	40.0%

Recommended reading

Basic literature	Przedsiębiorstwo. Drogi sukcesu rynkowego. Red. J. Żurek, PWE, Warszawa 2016 Zorska A., Korporacje transnarodowe. Przemiany, oddziaływania, wyzwania. PWE, Warszawa 2007 Yip G. S., Strategia globalna. Warszawa 2004 NBP - reports provided by the course instructor

	Supplementary literature	Gutowski T., Bariery bezpośrednich inwestycji zagranicznych w Polsce - możliwości ich przezwyciężania, (w:) Zmiany konkurencyjności nowych krajów członkowskich Unii Europejskiej: osiągniecia i wyzwania. Red. A. Grynia. Wydział Ekonomiczno-Informatyczny w Wilnie, Uniwersytet w Białymstoku, Wilno 2014 Gutowski T., Miejsce bezpośrednich inwestycji zagranicznych w globalnej gospodarce, "Współczesna Gospodarka", Nr1/2011, http://www.wspolczesnagospodarka.pl/?p=394 Gutowski T., Zagraniczne inwestycje w sektorze nowoczesnych usług biznesowych w Polsce, (w:) Czynniki ograniczające oraz poprawiające konkurencyjność nowych krajów członkowskich Unii Europejskiej, Red. A. Grynia, Wydział Ekonomiczno-Informatyczny w Wilnie, Uniwersytet w Białymstoku, Wilno 2016 Stabryła A., Zarządzanie strategiczne w teorii i praktyce firmy, Warszawa - Kraków 2002 Stępniak A., Strategie przedsiębiorstw na obszarze Unii Europejskiej w zakresie zagranicznych inwestycji bezpośrednich, Gdańsk 2005
	eResources addresses	
Example issues/ example questions/ tasks being completed	realized task: debate among students on the functioning of corporations	
Work placement	Not applicable	

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