University of Gdańsk

Subject card

Subject name and code	Expansion of the Company on the International Market, PG_00199479		
Field of study	International Economic Relations		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2027/2028
Education level	Master'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	2	Language of instruction	Polish
Semester of study	3	ECTS credits	3.0
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		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	15.0	0.0	0.0	20.0	0.0	35

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	35	0.0	40.0	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_K01] is ready to recognise the importance of knowledge of economics in the process of identifying and solving problems in the area of international economic relations and to consult experts in case of difficulties in solving them independently	student demonstrates readiness to apply economic knowledge in identifying and solving problems related to the expansion of enterprises into foreign markets, as well as to seek expert opinions when facing difficulties in solving such problems independly.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK4] test/exam - oral or written
[MSGMU2_W09] has a 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 [SW1] oral statement/ conversation/discussion
[MSGMU2_W11] has a theoretically grounded 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 [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
[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. The student is able to indicate doubts during consultation.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [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/ discussion [SU4] test/exam - oral or written
[MSGMU2_W05] has a deep 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, is able to discuss the causes, regularities and consequences of the changes taking place	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion

<table>
<tr><td>Subject contents</td><td>1. Introduction to the subject. Motives of foreign expansion.

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. Globalization vs. deglobalization.

8. Case study.

The completion of the course requires students not only to attend classes, but also to undertake independent work. This includes individual study and the preparation of a team project, carried out in consultation with the academic teacher.</td></tr>
<tr><td>Prerequisites and co-requisites</td><td>None</td></tr>
<tr><td>Assessment methods and criteria</td><td>
<table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>Project</td><td>51.0%</td><td>25.0%</td></tr>
<tr><td>Exam</td><td>51.0%</td><td>60.0%</td></tr>
<tr><td>Activity during lectures</td><td>51.0%</td><td>15.0%</td></tr>
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<tr><td>Recommended reading</td><td>
<table>
<tr><td>Basic literature</td><td>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.</td></tr>
<tr><td>Supplementary literature</td><td>1. Penc-Pietrzak I., Analiza strategiczna w zarządzaniu firmą. Koncepcja i stosowanie, CH. Beck, Warszawa 2003.
2. Grottel M., Sperska A., Możliwości eksportowania przez polskie przedsiębiorstwa na rynki wybranych krajów Afryki Subsaharyjskiej, "Ekonomia Międzynarodowa", 2020, nr 32, s. 267-293.</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
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<tr><td>Example issues/ example questions/ tasks being completed</td><td></td></tr>
<tr><td>Work placement</td><td>Not applicable</td></tr>
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