

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 Anna Sperska				
	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_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 [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_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
	[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_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, understands the causes, regularities and consequences of the changes taking place	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion	
Subject contents	<ol style="list-style-type: none"> 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. 		
Prerequisites and co-requisites	None		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Exam	51.0%	90.0%
	Activity during lectures	51.0%	10.0%
Recommended reading	Basic literature	<ol style="list-style-type: none"> 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 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.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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