University of Gdańsk

# Subject card

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|---|---|---|---|---|---|---|---|
| Subject name and code | Creating the Offer of Enterprises on Foreign Markets, PG_00199667 | | | | | | |
| 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<br>Optional subject group<br>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 | 6.0 | | | |
| 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 hab. Joanna Bednarz | | | | |
| | Teachers | | | | | | |
| Lesson types | Lesson type | Lecture | Tutorial | Laboratory | Project | Seminar | SUM |
| | Number of study hours | 15.0 | 15.0 | 0.0 | 45.0 | 0.0 | 75 |
| | 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 | 75 | | 0.0 | 75.0 | 150 | |
| Subject objectives | The student will have the opportunity to become familiar with the specifics of shaping the offer of products and services by companies oriented towards foreign markets. | | | | | | |

## Learning outcomes

| Course outcome | Subject outcome | Method of verification |
|---|---|---|
| [MSGMU2_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; assesses risks and threats and finds ways of counteracting their effects | The student, participating in the process of shaping the offer addressed to foreign markets, is ready to think and act in an entrepreneurial way, adapts to new situations and conditions, and takes up the challenges of creative thinking. | [SK2] presentation/project/paper/ report |
| [MSGMU2_U04] can use the acquired knowledge to formulate and solve complex problems related to the operation of economic entities on the international market, with particular emphasis on the European Union market | The student is able to apply acquired knowledge to formulate and solve complex problems related to adapting the company's offering to the requirements and expectations of the foreign market. In these areas, the student can complete a project task. The student discusses its assumptions and progress with the teacher during consultations and project blocks. Project blocks are included in the class schedule, and the dates and locations of consultations are published on the University of Gdańsk website. | [SU2] presentation/project/paper/ report |
| [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 | The student has knowledge of selected areas of functioning of a modern enterprise in the national and international environment. | [SW4] test/exam - oral or written |

## Subject contents

1. The essence of the product, functions and functional features of products, emotional value for the buyer, product life cycle.
2. The company's assortment policy on foreign markets - adaptation and specialization strategies, determinants of the choice of strategy.
3. The process of product innovation, forms of testing new products.
4. Product access to the EU market. Product certification - the principle of mutual recognition and the principle of presumed conformity, the concept of a new approach and a global approach, products covered by directives, manufacturer's liability for damage caused by a defective product, CE marking, market supervision.
5. Product access to other foreign markets (e.g. Russian, Belarusian and Ukrainian, GOST certificates).
6. The importance of a national brand in creating an offer of products and services on foreign markets.

## Prerequisites and co-requisites

None

## Assessment methods and criteria

| Subject passing criteria | Passing threshold | Percentage of the final grade |
|---|---|---|
| group project | 51.0% | 50.0% |
| exam | 51.0% | 50.0% |

## Recommended reading

Basic literature


1. Urban S., Kowalska A., Olszańska A., Szymańska J., *Zarządzanie produktem: problemy teoretyczne i praktyczne,* Wydawnictwo Uniwersytetu Ekonomicznego we Wrocławiu, Wrocław 2017.
2. Rutkowski I., *Strategie produktu*, PWE, Warszawa 2011.
3. Kotler P., Keller K.L., *Marketing Management*, Pearson, any year of publication.

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|---|---|---|
| | Supplementary literature | 1. Bednarz J., *Marka jako źródło przewagi konkurencyjnej przedsiębiorstw przemysłu spożywczego*, [w:] *Konkurencyjność polskich producentów żywności i jej determinanty (1)*, red. I. Szczepaniak, seria "Monografie Programu Wieloletniego 2015-2019", nr 11, IERiGŻ-PIB, Warszawa 2015, s. 114-134.<br>2. Bednarz J., *Prosumpcja jako rezultat zmian zachodzących w zachowaniach konsumentów na przykładzie przemysłu spożywczego*, [w:] *Współczesny konsument w strategiach przedsiębiorstw międzynarodowych*, "Studia Oeconomica Posnaniensia" 2017, vol. 5, no. 1, pp. 7-24, http://soep.ue.poznan.pl/index.php/pl/numery/opublikowane/rocznik-2017 .<br>3. *Zarządzanie produktem w warunkach globalizacji gospodarki*, red. J. Kall, B. Sojkin, Wydawnictwo Akademii Ekonomicznej w Poznaniu, Poznań 2003.<br>4. Kall J., Sojkin B., Szymczak J., Urbaniak M., *Zarządzanie produktem*, PWE, Warszawa 2003.<br>5. Bednarz J., *Proces wprowadzania nowych produktów konsumpcyjnych na rynek*, red. H. Treder, Prace i Materiały IHZ nr 20, Fundacja Rozwoju UG, Sopot 2005, s. 80-89.<br>6. Bednarz J., *Zarządzanie marką produktów przez współczesne przedsiębiorstwa*, [w:] *Dylematy i perspektywy rozwoju współczesnych przedsiębiorstw*, red. J. Fryca, D. Wach, PTE Oddział Gdańsk, Klub Młodego Ekonomisty, Gdańsk 2007, s. 55-64.<br>7. Bednarz J., *Wprowadzanie nowych produktów spożywczych na rynek typu business to business*, "Ogólnopolski Informator Masarski", 2008, nr 3 (151), s. 84-89.<br>8. Bednarz J., *Znaczenie ochrony znaków towarowych w budowaniu przewagi konkurencyjnej przedsiębiorstw*, [w:] *Problemy współczesnej gospodarki*, red. H. Treder, Prace i Materiały Instytutu Handlu Zagranicznego UG nr 27, Fundacja Rozwoju Uniwersytetu Gdańskiego, Sopot 2009, s. 181-190.<br>9. Bednarz J., Gostomski E., *Działalność małych i średnich przedsiębiorstw na rynkach zagranicznych*, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2009 rozdz. 4, 5, 8, 9.<br>10. Bednarz J., *Ochrona własności intelektualnej w innowacyjnych przedsiębiorstwach* w Polsce, [w:] *Innowacyjne przedsiębiorstwa - standard XXI wieku*, red. J. Fryca, T. Nowosielski, PTE Oddział w Gdańsku, Gdańsk 2011, rozdział 1.4, s. 42-52.<br>11. Lawley B., Cohen G., *42 rules of product management learn the rules of product management from leading experts from around the world*, Super Star Press, California 2010.<br>12. Trott P., *Innovation management and new product development*, Pearson, Harlow 2017. |
| | eResources addresses | |
| Example issues/ example questions/ tasks being completed | | |
| Work placement | Not applicable | |

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