University of Gdańsk

Subject card

Subject name and code	Innovation of Enterprises on International Market, PG_00199981		
Field of study	International Economic Relations		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2027/2028
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	part-time studies	Mode of delivery	at the university
Year of study	2	Language of instruction	Polish
Semester of study	4	ECTS credits	2.0
Learning profile	academic	Assessment form	credit
Conducting unit	Division of International Economic Relations -> Department of International Business -> Faculty of Economics -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. Sylwia Pangsy-Kania	
	Teachers		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	0.0	12.0	0.0	4.0	0.0	16

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	16	0.0	34.0	50

Subject objectives	Identifying the determinants of enterprise innovativeness in the international market.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[MSGL3_K02] critically assesses the level of his/her knowledge in the field of economics; is willing to deepen and update this knowledge throughout his/her life	The student critically assesses the level of their knowledge in the field of economics.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report
[MSGL3_W02] has an advanced knowledge and understanding of the terminology of international economic relations and complementary disciplines	The student has an advanced understanding of the terminology related to enterprise innovativeness in the international market.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
[MSGL3_U13] can prepare presentations and oral speeches on selected specific problems concerning international economic relations (in connection with the chosen speciality within International Economic Relations), using theoretical approaches, specialist terminology, principles of collecting data from various sources, their description and interpretation, and drawing conclusions based on scientific literature	The student is capable of preparing presentations (projects) and delivering oral speeches concerning enterprise innovativeness in the international market. The student consults the project progress during consultations.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
[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 advanced and structured knowledge of the global economy.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
[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 prepared to think and act in an entrepreneurial manner.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report
[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 economic entities in international environments.	[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 public institutions in the context of innovativeness.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
[MSGL3_U01] can correctly interpret and explain economic and social phenomena, analyse their causes, course and connections between these phenomena using the acquired knowledge of economics, finance and international economic relations	The student is able to accurately interpret and explain economic and social phenomena, concerning enterprise innovativeness in the international market.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report

Subject contents

- The essence, types, and sources of innovation
- Innovation in selected countries in the context of their competitive position
- The importance of innovation as the foundation for building a competitive advantage in enterprises
- Characteristics of an innovative enterprise and determinants of innovative activity
- Measurement and criteria for assessing the innovation activity of enterprises
- Examples of innovative enterprises in the international market
- **Doubts regarding the importance of innovation in the enterprise will be addressed during consultations with the lecturer.**

Prerequisites and co-requisites

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
presentation/project	51.0%	100.0%

Recommended reading	Basic literature	Pangsy-Kania S., Polityka innowacyjna państwa a narodowa strategia konkurencyjnego rozwoju, wyd. Uniwersytetu Gdańskiego, Gdańsk 2007.
	Supplementary literature	Websites of international companies.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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