University of Gdańsk

Subject card

Subject name and code	Basis of Entrepreneurship on International Market, PG_00199984		
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	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	20.0	0.0	0.0	0.0	0.0	20

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	20	4.0	26.0	50

Subject objectives

The aim of the course is to provide structured and in-depth knowledge about the functions and various forms of entrepreneurship. The analyzed case studies will provide practical tips on selected aspects of making decisions while running a business

Learning outcomes

Course outcome	Subject outcome	Method of verification
[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 demonstrates an entrepreneurial mindset, recognizes market opportunities and challenges, and shows flexibility in adapting concepts to environmental conditions. They propose innovative solutions.	[SK1] oral statement/conversation/ discussion
[MSGL3_W04] has an advanced knowledge of different types and essential elements of the structures of economic entities and organisations, and public institutions	The student has advanced knowledge of enterprise organizational structures.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
[MSGL3_W15] has an advanced knowledge of management of an economic entity on the international market; knows and understands strategies and marketing tools used in this management	The student has advanced knowledge of enterprise management in the international market, both at the strategic and operational levels, discusses his doubts during consultations.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
[MSGL3_W05] has knowledge and understanding of the principles of establishing and developing various forms of entrepreneurship	The student is familiar with various forms of business activity and understands what determines the choice of each of them.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion

Subject contents	1.Introduction to entrepreneurship: - entrepreneurship as an element of the triad "entrepreneurship - entrepreneur - enterprise" - basic functions of entrepreneurship - individual entrepreneurship and macro-entrepreneurship - entrepreneurship as an imperative for changes in the enterprise - economic and institutional conditions for the development of entrepreneurship - definitions of an entrepreneur - entrepreneur and manager - characteristics of a person with an entrepreneurial attitude - assessment of one's own skills - the enterprise and its features2. The path to your own company: - enterprise life cycle - sources of ideas for starting your own business - factors conducive to starting your own business - resources necessary to create your own company - preparation of a strategic and operational plan - selection of the target market and location of the company3. Formal and legal aspects of starting and running a business: - legal forms of running an enterprise - business registration - taxes and social security - hiring employees - accounting - basic aspects (what forms of accounting are used)4. Basic strategic issues related to running a business: - vision and mission of the company - strategic objectives - market analysis - selection of a competitive strategy - including the use of a map of strategic groups and KPIs - target markets and target customer segments5. Business plan: - business plan concept - business plan functions - business plan structure - basic indicators and attachments6. Financial planning when starting and running a business: - necessary material resources - Human resources - financial resources - estimated results of the planned activity - estimated cash flow statement - sources of financial resources7. Internationalization - basic issues: - the essence of internationalization and globalization - motives for starting a business on an international scale - factors facilitating and hindering internationalization - forms of internationalization8. An enterprise in crisis and in the processes of change: - crisis situations in the enterprise - crisis management - company restructuring - downsizing, outsourcing - bankruptcy and liquidation - sale of the enterprise - not only in a crisis situation9. Contemporary challenges for enterprises: - agility and flexibility - innovation - digitization - VUCA - turquoise organizations - other challenges of the modern world
Prerequisites and co-requisites	None
Assessment methods and criteria	

Subject passing criteria	Passing threshold	Percentage of the final grade
Activity points	51.0%	10.0%
Exam	51.0%	90.0%

Recommended reading	Basic literature	1. Bednarz J., Gostomski E., Działalność małych i średnich przedsiębiorstw na rynkach zagranicznych, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2009. 2. Wach K., Własny biznes w Unii Europejskiej, Wydawnictwo Uniwersytetu Ekonomicznego w Krakowie, Kraków 2008. 3. Piecuch T., Przedsiębiorczość. Podstawy teoretyczne, C.H.Beck, Warszawa 2013. 4. Gryko J.M., Kluzek M., Kubiak J., Nowaczyk T., Planowanie finansowe w przedsiębiorstwie, Wydawnictwo Uniwersytetu Ekonomicznego w Poznaniu, Poznań 2020. 5. Acs J.Z., Audretsch D.B., Handbook of Entrepreneurship Research, Springer-Verlag New York Inc., NY 2011. 6. Henry A., Understanding Strategic Management, Wydawnictwo Oxford University Press, Oxford, 2021.
	Supplementary literature	1. Targalski J., Francik A., Przedsiębiorczość i zarządzanie firmą, C. H.Beck, Warszawa 2009. 2. Ekonomika przedsiębiorstw, red. J. Engelharda, Multi-Press, Warszawa 2011.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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