University of Gdańsk

Subject card

Subject name and code	Expansion of Enterprises to Foreign Markets, PG_00200088		
Field of study	International Economic Relations		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2026/2027
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	part-time studies	Mode of delivery	at the university
Year of study	1	Language of instruction	Polish
Semester of study	2	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 Aleksandra Bielawska	
	Teachers	dr Aleksandra Bielawska	

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 motives, forms and risks of foreign expansion of enterprises. The case study analysis will indicate effective expansion strategies and key challenges in the company's internationalization process. The knowledge provided during the lecture constitutes the basis for practical workshop classes carried out in subsequent semesters.

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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 use the acquired knowledge to formulate and solve complex problems related to the expansion of business entities into selected foreign markets, with particular emphasis on the European Union market.	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written
	[MSGMU2_W03] knows and understands types of economic ties and the regularities governing them; understands the conditions and principles of the functioning of the market and the market mechanism in the national, international and global aspect	The student knows and understands the mechanisms of domestic, international, and global markets, as well as the types of economic relationships between business entities, and can relate them to companies' decisions regarding the selection of foreign markets, modes of entry, competitive strategies, and risk assessment in international expansion.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[MSGMU2_W10] has a systematized knowledge of the legal, cultural and financial conditions related to business operations, in particular those of an international nature	The student has in-depth knowledge of the legal, cultural and financial conditions related to running a business on foreign markets. The student consults with the lecturer.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[MSGMU2_U06] can identify types of risks related to international operations of enterprises and correctly determine their consequences and methods of mitigation, with a skilful application of theory, using appropriate research method	The student is able to identify the types of risks associated with the foreign expansion of enterprises and correctly determine their consequences and methods of mitigating them.	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written
	[MSGMU2_W12] has knowledge and understanding of the principles of establishing and development of business entities, including forms of individual entrepreneurship	The student has an in-depth knowledge and understanding of the principles of development of economic entities through internationalization.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[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 is ready to think and act in an entrepreneurial way.	[SK1] oral statement/conversation/ discussion [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	The 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

Subject contents	1. Introduction to the subject. Motives for foreign expansion of enterprises. 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. Case study.
Prerequisites and co-requisites	

<table>
<tr><td>Assessment methods and criteria</td><td colspan="2"><table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>active participation in discussions</td><td>51.0%</td><td>30.0%</td></tr>
<tr><td>written test consisting of closed, multiple and single-choice questions and open questions</td><td>51.0%</td><td>70.0%</td></tr>
</table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td>1. Bednarz J., Pangsy-Kania S., Treder H., Ekspansja zagraniczna przedsiebiorstw w warunkach konkurencji miedzynarodowej, Wydawnictwo Uniwersytetu Gdanskiego, Gdansk 2021.
2. Gorynia M., Strategie ekspansji zagranicznej przedsiebiorstw, Wydawnictwo PWE, Warszawa 2007.</td></tr>
<tr><td>Supplementary literature</td><td>1. Penc-Pietrzak I., Analiza strategiczna w zarzadzaniu firma. Koncepcja i stosowanie, CH. Beck, Warszawa 2003.
2. Grottel M., Sperska A., Mozliwoscie ekspoertowania przez polskie przedsiebiorstwa na rynki wybranych krajow Afryki Subsaharyjskiej, "Ekonomia Miedzynarodowa", 2020, nr 32, s. 267-293.</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="2"></td></tr>
<tr><td>Work placement</td><td colspan="2">Not applicable</td></tr>
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