University of Gdańsk

Subject card

Subject name and code	Foreign Industry Markets, PG_00200089		
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	3.0
Learning profile	academic	Assessment form	credit
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	0.0	20.0	0.0	15.0	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	To familiarize students with the market characteristics of selected industries and industry-specific conditions for expansion into foreign markets - including the determinants of demand, trade barriers (tariff and non-tariff), instruments of the EU trade policy.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[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 is able specify the impact of current macro-trends on the level of the selected industry and determine their influence on the company's current and future activity on both domestic and foreign markets. The student consults with the lecturer to deepen the knowledge.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report
[MSGMU2_K06] is ready to independently identify, diagnose and responsibly resolve dilemmas and alternative solutions related to his/her profession and the development of professional achievements	The student is able to make a comprehensive analysis of trade barriers, risks and regulatory challenges related to transactions of a specific nature (specific goods/ source or target country).	[SK2] presentation/project/paper/ report [SK4] test/exam - oral or written
[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 risks associated with expansion into non-EU markets, as well as the effects of ignorance or non-compliance with the regulations governing foreign trade within a given industry.	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[MSGMU2_U05] can apply the rules and standards of business activity in order to solve complex and atypical problems arising from international economic cooperation	The student knows and understands the formal conditions of trade in goods with foreign countries: knows the purpose of customs tariffs, taxes, rules of origin, technical and sanitary barriers, etc. The student can independently search and interpret information in this area.	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[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 knows and understands the most relevant EU regulations for a given industry and is able to assess their impact for a regular enterprise.	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[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 is able to select from the legal, social and economic environment the factors most relevant for a given industry and/ or target market.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report

Subject contents

Each class is dedicated to the project-based analysis of one of the prospective industry markets in terms of:

- Characteristics of Poland's turnover from abroad and Poland's position in the global trade of a given industry,
- Determinants of competitiveness in a given industry market,
- Legal aspects, formal and informal barriers to export,
- Industry-specific conditions for the choice of the target market and the form of expansion.

Prerequisites and co-requisites

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Test	51.0%	50.0%
Group presentation (project)	51.0%	50.0%

Recommended reading	Basic literature	Industry reports of government and private institutions: Export Promotion Portal, Polish Development Fund Group, Polish Investment and Trade Agency, Polish Economic Institute, KPMG, PKO BP Statistical databases: EUROSTAT, GUS Trade barrier search engines: Access2Markets, ISZTAR Official Portal of the Republic of Poland Gov.pl
	Supplementary literature	Bednarz J., Pangsy-Kania S., Treder H., *Ekspansja zagraniczna przedsiębiorstw w warunkach konkurencji międzynarodowej*, Gdansk University Press, Gdańsk 2020
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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