

Subject card

Subject name and code	The Functioning of Entrepreneurs on International Markets, PG_00209128						
Field of study	Russian Studies						
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	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	3		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Institute of Russian and Eastern Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Urszula Patocka-Sigłowy, prof. UG				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	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	30		2.0		18.0	50
Subject objectives	The aim of the classes is to present students with basic issues related to planning and organizing business activities on the international market (market research, selection of the organizational and legal form of the enterprise, stages of organization registration). An additional element is the development of skills related to project preparation.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ROSL3_W06] They have an advanced knowledge and understanding of selected economic and legal issues, and are also focused on applying their knowledge in practice within a chosen field of cultural, media and economic activity, particularly in the area of international cooperation relating to the Polish and Russian languages.	Has structured knowledge of selected economic and legal issues, oriented towards practical application in the international activities of enterprises.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task
	[ROSL3_K03] She is able to set priorities effectively in order to carry out tasks set by herself or others.	Is able to appropriately determine priorities for implementing a specific project task.	[SK5] implementation of a problem task
	[ROSL3_U18] Able to work in a group, taking on different roles within it.	Is able to cooperate with other group members in working on the preparation of projects.	[SU5] implementation of a problem task
	[ROSL3_U11] Defines, explains and applies correctly orally and in writing basic issues specific to the humanities and political sciences, media sciences and economics in working on selected topics in Polish and Russian. media sciences, law and economics in working on selected topics in Polish and Russian.	Has the ability to substantively argue their own opinions and explain their own choices.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU5] implementation of a problem task
	[ROSL3_U03] Be able to process research findings and make a presentation in a manner consistent with the principles of the field and discipline.	Is able to present the results of own observations and research related to starting a business.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU5] implementation of a problem task
	[ROSL3_W11] He/she is familiar with the methodology of tasks, norms, procedures and good practices used in institutions related to cultural, media and commercial activities in the field of international cooperation related to the area of Polish and Russian language.	Knows the methodology of performing tasks, standards, procedures and good practices used in enterprises operating on international markets.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task
	[ROSL3_W07] Has detailed knowledge in the field of media science, social communication, political science, oriented towards practical application in the selected sphere of cultural, media activity, especially in the field of international cooperation related to the area of Polish and Russian language.	Knows the legal and economic conditions for the functioning of enterprises operating in the international economic space.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task
	[ROSL3_W04] He is familiar with the different structures of cultural, economic, media institutions and the legitimacy of their different components.	Has structured knowledge of the structures of enterprises operating in the international economic space.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task
Subject contents	Globalization and its impact on the development of enterprises. The concept and essence of an international enterprise. Processes of internationalization of enterprises. Forms of internationalization of enterprises. Functions of an international enterprise. Types of strategies for entering foreign markets. Strategic choices in the management of an international enterprise. Building and implementing strategies to compete on international markets. Cultural determinants in the management of an international enterprise. International enterprises in the global economy.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	oral colloquium	51.0%	40.0%
	active participation in classes	80.0%	10.0%
	tasks carried out during the semester	51.0%	50.0%

Recommended reading	Basic literature	• Rymarczyk J., Biznes międzynarodowy, PWE, Warszawa 2012. • Gorynia M., Strategie zagranicznej ekspansji przedsiębiorstw, PWE, Warszawa, 2007. • Stępień B., Zarządzanie międzynarodowe z perspektywy polskich przedsiębiorstw, PWE, Warszawa, 2019. • Wiktor J., Zarządzanie przedsiębiorstwem międzynarodowym. Integracja różnorodności, Wydawnictwo CH Beck, Warszawa, 2017.
	Supplementary literature	• Malara Z., Przedsiębiorstwo w globalnej gospodarce. Wyzwania współczesności. Wydawnictwo Naukowe PWN, Warszawa 2006. • Rozkwitalska M., Zarządzanie międzynarodowe, Warszawa, 2007.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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