University of Gdańsk

Subject card

Subject name and code	Enterprise Strategies on Foreign Markets, PG_00119577		
Field of study	International Economic Relations		
Date of commencement of studies	October 2023	Academic year of realisation of subject	2025/2026
Education level	Bachelor's studies	Subject group	Obligatory subject group in the field of study
Mode of study	full-time studies	Mode of delivery	at the university
Year of study	3	Language of instruction	Polish
Semester of study	5	ECTS credits	3.0
Learning profile	academic	Assessment form	exam
Conducting unit	Department of Transport Policy and Economic Integration -> Faculty of Economics -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr Aleksandra Gus-Puszczewicz	
	Teachers	dr Aleksandra Gus-Puszczewicz dr Maciej Krzemiński	

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	0.0	0.0	30

Subject objectives	To familiarize students with the theory and practice of formulating and applying strategies in enterprises operating on foreign markets.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[MSGL3_U06] can identify selected risks related to international operations of enterprises and assess their consequences correctly	The student is able to identify a chosen strategy and assess the risks associated with the international activities of enterprises.	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written
[MSGL3_U04] uses the acquired theoretical knowledge in economics to analyse and evaluate the operation of economic entities on the international market, with particular emphasis on the European Union market	The student uses their theoretical knowledge to analyze and evaluate the functioning of economic entities in the international market, with particular emphasis on the European Union market. Any doubts are discussed with the instructor during consultations.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
[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 managing a business entity in the international market, and knows and understands the strategies and marketing tools used in this management.	[SW1] oral statement/ conversation/discussion
[MSGL3_W13] gospodarczych w otoczeniu krajowym i międzynarodowym, ze szczególnym uwzględnieniem Unii Europejskiej has a well-structured knowledge of the functioning of business entities in the national and international environment, with particular emphasis on the European Union	The student has organized knowledge regarding the functioning of business entities in foreign markets, with particular emphasis on the European Union.	[SW2] presentation/project/paper/ report
[MSGL3_W06] knows and understands the 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 operating in the domestic, international, and intercultural spheres.	[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task
[MSGL3_W05] knows and understands the basic principles of establishing and developing various forms of entrepreneurship	The student knows and understands the basic principles of creating various strategies depending on the forms and stages of entrepreneurship development.	[SW5] implementation of a problem task
[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 various types of business strategies adapted to the company's operating environment. Any doubts are discussed with the instructor during consultations	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report

Subject contents	1. Strategies and strategic management in international business - principles and determinants of strategic management. The role of globalization. Transnational enterprises. 2. Reasons for foreign expansion of enterprises: Porter's model; Yip model; motives for foreign expansion of enterprises 3. Strategy of foreign expansion of enterprises: definitions and levels of strategy; internationalization strategy; types of internationalization strategies; global strategy. 4. Forms of foreign expansion of enterprises: export; licensing; franchising; management contracts; turnkey contracts; sub-delivery contracts; joint ventures; own branches and branches on foreign markets. 5. Methods of selecting the form of foreign expansion of enterprises: criteria for selecting a strategy for entering foreign markets; selection methods based on economic calculation; selection methods based on the development and internationalization phases; multi-criteria selection methods. 6. Alliances and strategic alliances. Creation goals, types. Benefits and threats for enterprises and the environment. 7. Theoretical explanations of foreign expansion of enterprises: theory of international trade and internationalization of enterprises; theory of foreign direct investment and the internationalization of enterprises 8. Organizational structures of global enterprises. Corporate culture of this type of enterprises. Common features and differences. Model and practical approach. Horizontal and vertical integration of production processes. 9. Specificity of marketing in transnational enterprises. 10. Specificity of human resources management in transnational enterprises.
Prerequisites and co-requisites	Microeconomics.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Exam	51.0%	100.0%

Recommended reading

Basic literature

1. Zakrzewska - Bielawska Agnieszka. Strategie rozwoju przedsiębiorstw. Nowe spojrzenie. PWE, Warszawa 2018

2. Przedsiębiorstwo. Drogi sukcesu rynkowego. Red. J. Żurek, Polskie Wydawnictwo Ekonomiczne, Warszawa 2016.

3. Rugman Alan, Collinson S., International Business, Pearson 2012

4. Gierszewska G., Romanowska M., Analiza strategiczna przedsiębiorstwa, PWE, Warszawa 2009;

5. M. Gorynia, Strategie zagranicznej ekspansji przedsiębiorstw, PWE, Warszawa 2007 A. Stępniak, Strategie przedsiębiorstw na obszarze UE w zakresie zagranicznych inwestycji bezpośrednich, UG, Gdańsk 2005

6. M. Rozkwitalska, Zarządzanie międzynarodowe, Difin, Warszawa 2007 J.

7. Gutowski T., Rozwój przedsiębiorstwa we współczesnej gospodarce, (w:) Gospodarka elektroniczna - współczesne przedsiębiorstwo na rynku globalnym. Seria: Współczesna Gospodarka, nr 1. Red. J. Winiarski, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2010

	Supplementary literature	Rymarczyk, Internacjonalizacja i globalizacja przedsiębiorstw, PWE, Warszawa 2004
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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