

Subject card

Subject name and code	Company in the Global Market, PG_00177441						
Field of study	Economics, 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 Optional subject group	
Mode of study	part-time studies		Mode of delivery			at the university	
Year of study	3		Language of instruction			Polish none	
Semester of study	5		ECTS credits			2.0	
Learning profile	academic		Assessment form			credit	
Conducting unit	Division of Global Economy -> Department of Maritime Transport and Seaborne Trade -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Tomasz Gutowski				
	Teachers		dr Tomasz Gutowski				
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		0.0		0.0	20
Subject objectives	The aim of the course is to familiarize students with the functioning of enterprises in the modern market.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSGL3_K03] participates in the preparation of economic and social projects; can reconcile legal, economic, ecological, political and social requirements	Is able to develop economic projects with consideration of the regulatory, structural, and functional aspects of the modern economy	[SK2] presentation/project/paper/report
	[MSGL3_U12] can prepare written assignments concerning detailed problems of international economic relations (in connection with the chosen speciality within International Economic Relations), using specialist terminology, theoretical and methodological approaches, principles of collecting data from various sources, their description and interpretation, principles of formulating research theses, drawing conclusions on the basis of scientific literature and factual data, and making international comparisons	Demonstrates the ability to produce written work on a specified topic, incorporating relevant professional and subject-specific terminology	[SU3] text preparation/written work
	[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	Demonstrates the ability to utilize theoretical knowledge in the analysis of how enterprises operate	[SU1] 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	Demonstrates knowledge in the field concerning the operations of entities within the international environment	[SW3] text preparation/written work
	[MSGL3_W06] knows and understands the relations between economic entities and public institutions functioning in the national, international and intercultural realms	Is able to analyse and comprehend different forms of inter-organizational relationships	[SW2] presentation/project/paper/report
	[EKONL3_K03] participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements	przygotowuje projekty ekonomiczne i potrafi powiązać różne aspekty ekonomiczne, ekologiczne, polityczne i praw	[SK3] text preparation/written work
	[EKONL3_U07] is able to participate in analyses and evaluations of alternative solutions to economic and social problems and to choose the methods and instruments to resolve them rationally	Engages in analytical activities and critically assesses diverse economic factors present in the process of globalization	[SU3] text preparation/written work
	[EKONL3_W07] has knowledge of the basic economic and financial principles of the functioning and management of economic entities and organisations as well as the legal, organisational, moral and ethical norms and rules governing the functioning of public institutions	Demonstrates knowledge of the fundamental principles underlying the operation of modern enterprises	[SW1] oral statement/conversation/discussion
	[EKONL3_U09] is able to prepare written work, in Polish and in a foreign language, on specific economic and social issues, using specialist terminology, theoretical and methodological approaches, principles of collecting data from various sources, their description and interpretation, making inferences based on scientific literature and factual data, and making international comparisons	Demonstrates the ability to produce written assignments using appropriate specialized terminology	[SU3] text preparation/written work

	<table><tr><td>Course outcome</td><td>Subject outcome</td><td>Method of verification</td></tr><tr><td>[EKONL3_W03] has advanced knowledge of the relations between economic agents and social organisations operating in the national, international and intercultural arenas</td><td>Demonstrates advanced understanding of the functioning of enterprises, with particular emphasis on multinational enterprises</td><td>[SW1] oral statement/ conversation/discussion</td></tr></table>	Course outcome	Subject outcome	Method of verification	[EKONL3_W03] has advanced knowledge of the relations between economic agents and social organisations operating in the national, international and intercultural arenas	Demonstrates advanced understanding of the functioning of enterprises, with particular emphasis on multinational enterprises	[SW1] oral statement/ conversation/discussion					
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[EKONL3_W03] has advanced knowledge of the relations between economic agents and social organisations operating in the national, international and intercultural arenas	Demonstrates advanced understanding of the functioning of enterprises, with particular emphasis on multinational enterprises	[SW1] oral statement/ conversation/discussion										
Subject contents	Theoretical Foundations of Enterprise Functioning and Development Globalization Processes and Their Influence on Enterprise Operations Fundamental Concepts and Components of International Management Organizational Structures of Selected Multinational Enterprises Inter-Firm Cooperation in the International Business Environment Contemporary Enterprise Expansion Strategies and Opportunities Strategic Approaches of Enterprises in the Global Marketplace Case Studies on the Functioning of Enterprises in the Global Economy To explore the concepts/topics discussed during classes, students have the opportunity to attend consultations.											
Prerequisites and co-requisites	none											
Assessment methods and criteria	<table><tr><td>Subject passing criteria</td><td>Passing threshold</td><td>Percentage of the final grade</td></tr><tr><td></td><td>51.0%</td><td>20.0%</td></tr><tr><td></td><td>51.0%</td><td>80.0%</td></tr></table>	Subject passing criteria	Passing threshold	Percentage of the final grade		51.0%	20.0%		51.0%	80.0%		
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Recommended reading	Basic literature	Przedsiębiorstwo przyszłości. Red. W.M. Grudzewski, I. Hejduk. Wydawnictwo Difin, Warszawa 2000 Z. Malara, Przedsiębiorstwo w globalnej gospodarce. Wyzwania współczesności. Wydawnictwo Naukowe PWN, Warszawa 2007. C. Suszyński, Restrukturyzacja, konsolidacja, globalizacja przedsiębiorstw, PWE, Warszawa 2003. S. Flejterski, P. Wahl, Ekonomia globalna. Synteza. Wydawnictwo Difin, Warszawa 2003. G. S. Yip, Strategia globalna, PWE, Warszawa 2004. Firma w otoczeniu globalnym. Red. J. Bogdanienko. Wydawnictwo Dom Organizatora, Toruń 2006.										
	Supplementary literature	T. T. Kaczmarek, Globalna gospodarka. Globalny kryzys, Wydawnictwo Difin SA, Warszawa 2009. Z. Malara, Przedsiębiorstwo w globalnej gospodarce, PWN, Warszawa 2007. Przedsiębiorstwo. Zasady działania, funkcjonowanie, rozwój. Red. J. Żurek, Wydawnictwo FRUG, Gdańsk 2007. G. Stonehouse, J. Hamill, D. Campbell, T. Purdie, Globalizacja - strategia i zarządzanie. W. Szymański, Globalizacja wyzwania i zagrożenia. A. Zorska, Ku globalizacji? Przemiany w korporacjach transnarodowych i w gospodarce światowej. PWN, Warszawa 2002. J. Chądzyński, A. Nowakowska, Z. Przygodzki, Region i jego rozwój w warunkach globalizacji. CeDeWu.pl Wydawnictwa Fachowe, Warszawa.										
	eResources addresses											
Example issues/ example questions/ tasks being completed	Analysis of Enterprise Operations in the International Market The Globalization Process as a Driver of Contemporary Enterprise Development											
Work placement	Not applicable											

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