

Subject card

Subject name and code	Foreign Industry Markets, PG_00199664						
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	full-time studies	Mode of delivery			at the university		
Year of study	1	Language of instruction			Polish		
Semester of study	2	ECTS credits			4.0		
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						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	35.0	0.0	65
	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	65		0.0		35.0	100
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.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[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 [SW1] oral statement/ conversation/discussion [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).	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK4] 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.	[SU1] oral statement/conversation/ discussion [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_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	
Subject contents	<p>Each class is dedicated to the analysis of one of the prospective industry markets in terms of:</p> <ul style="list-style-type: none"> • 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. <p>The student prepares a presentation on a selected industry market, and its format and scope may also be discussed during consultations with the course instructor.</p>		
Prerequisites and co-requisites	None		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Multiple-choice test	51.0%	50.0%
	Discussion	0.0%	10.0%
	Group presentation	51.0%	40.0%

Recommended reading	Basic literature	<p>Industry reports of government and private institutions: Export Promotion Portal, Polish Development Fund Group, Polish Investment and Trade Agency, Polish Economic Institute, PwC, KPMG, PKO BP</p> <p>Statistical databases: EUROSTAT, GUS</p> <p>Trade barrier search engines: Access2Markets, ISZTAR</p> <p>Official Portal of the Republic of Poland Gov.pl</p>
	Supplementary literature	<i>Lack of complementary literature sources</i>
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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