

Subject card

Subject name and code	Expansion of Enterprises to Foreign Markets, PG_00200088						
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			2.0		
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	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		4.0		26.0	50
Subject objectives	The aim of the course is to provide structured and in-depth knowledge about the motives, forms and risks of foreign expansion of enterprises. The case study analysis will indicate effective expansion strategies and key challenges in the company's internationalization process. The knowledge provided during the lecture constitutes the basis for practical workshop classes carried out in subsequent semesters.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSGMU2_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; assesses risks and threats and finds ways of counteracting their effects	The student is ready to think and act in an entrepreneurial way.	[SK1] oral statement/conversation/discussion [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 types of risks associated with the foreign expansion of enterprises and correctly determine their consequences and methods of mitigating them.	[SU1] oral statement/conversation/discussion [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 is able to use the acquired knowledge to formulate and solve complex problems related to the expansion of business entities into selected foreign markets, with particular emphasis on the European Union market.	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written
	[MSGMU2_W12] has knowledge and understanding of the principles of establishing and development of business entities, including forms of individual entrepreneurship	The student has an in-depth knowledge and understanding of the principles of development of economic entities through internationalization.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[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 has in-depth knowledge of the legal, cultural and financial conditions related to running a business on foreign markets. The student consults with the lecturer.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
[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 has in-depth knowledge of selected areas of operation of a modern enterprise in an international environment, understands the conditions, principles and consequences of foreign expansion.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion	
Subject contents	<ol style="list-style-type: none"> 1. Introduction to the subject. Motives for foreign expansion of enterprises. 2. Stages of foreign expansion. 3. Analysis and selection of target markets. 4. Strategies in international business. 5. Forms of foreign expansion. 6. Key challenges and problems in the process of foreign expansion. 7. Case study. 		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	attendance at lectures and active participation in discussions	51.0%	20.0%
	written test consisting of closed, multiple and single-choice questions and open questions	51.0%	80.0%
Recommended reading	Basic literature	<ol style="list-style-type: none"> 1. Bednarz J., Pangsy-Kania S., Treder H., Ekspansja zagraniczna przedsiębiorstw w warunkach konkurencji międzynarodowej, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2021. 2. Gorynia M., Strategie ekspansji zagranicznej przedsiębiorstw, Wydawnictwo PWE, Warszawa 2007. 	

	Supplementary literature	<ol style="list-style-type: none"> 1. Penc-Pietrzak I., Analiza strategiczna w zarzadzaniu firma. Koncepcja i stosowanie, CH. Beck, Warszawa 2003. 2. Grottel M., Sperska A., Mozliwoscie eksportowania przez polskie przedsiebiorstwa na rynki wybranych krajow Afryki Subsaharyjskiej, "Ekonomia Miedzynarodowa", 2020, nr 32, s. 267-293.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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