

## ITEM CARD

Attachment No. 1 into Regulation No 3/07/2020  
of 13 July 2020 on the model card  
subject at the Higher School of Management  
in Warsaw

I. GENERAL BASIC INFORMATION ABOUT THE SUBJECT (MODULE)										
<b>Methods and forms of operation of enterprises on foreign markets</b>										
<b>Name of the organizational unit leading the course:</b>				Faculty of Management and Technical Sciences						
<b>Name of the field of study, level of education:</b>				Management, second cycle						
<b>Learning profile:</b>				General academic profile						
<b>Name of the specialty:</b>				International Management						
<b>Type of learning module:</b>				Specialty						
<b>Year/Semester:</b>				2nd year, Semester 4						
<b>Person coordinating the subject:</b>				<b>Pawel Dąbrowski, PhD</b>						
<b>Prerequisites (resulting from the succession of items):</b>				Knowledge, skills and competences in the area: <ul style="list-style-type: none"> <li>• basics of organization, management and finance</li> <li>• Entrepreneurship</li> <li>• Teamwork</li> </ul>						
II. FORMS OF CLASSES AND NUMBER OF HOURS										
	Lecture	Exercise	Seminar	Laboratory	Workshop	Project	Seminar	Consultation	Exam/Passing	Total hours
Full-time studies	30	30								<b>60</b>
Part-time studies	15	15								<b>30</b>
III. METHODS OF TEACHING ACTIVITIES										
<b>Forms of classes</b>				<b>Didactic methods</b>						
<b>Lecture</b>				Mproblematic,practic and activating methods of projects implemented on the basis of assumptions given by the lecturer						
<b>Exercisesa/seminar</b>				Problem tasks						
IV. OBJECTIVE LEARNING OUTCOMES IN RELATION TO LEARNING OUTCOMES FOR THE FIELD OF STUDY AND AREAS										
<b>Lp.</b>	<b>Description of the learning outcomes in question</b>								<b>Directional effect reference</b>	
<b>Knowledge:</b>										
1	The student knows the conditions and regulations of activities related to the functioning of economies and related activities of enterprises on foreign markets								ZO2_W02 P7S_WK	
2.	The student knows and understands the complexity of processes and phenomena occurring in organizations and their environment and how this affects the ways and forms of operation of enterprises on foreign markets								ZO2_W04 P7S_WG P7S_WK	
3	The student knows contemporary concepts and tools of cooperation and competition between enterprises, aspects of access to selected foreign markets and entities supporting investors								ZO2_W07 P7S_WG	
<b>Abilities:</b>										

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1.	The student is able to use his knowledge in the area of business operations on foreign markets and make decisions taking into account the opportunities and threats resulting from them.	ZO2_U01 P7S_UW
2.	The student is able to identify and explain the effects of differences between organizations and regions, in the context of choosing ways and forms of business on foreign markets	ZO2_U11 P7S_UW
3.	The student is able to reach and use sources of knowledge, as well as assimilate facts allowing to assess the degree of riskiness of projects and optimization of decisions and actions taken, as well as support received on foreign markets	ZO2_U16 P7S_UU
4.	The student is able to formulate and implement entrepreneurial solutions – business concepts on foreign markets	ZO2_U02 P7S_UW
<b>Social competences:</b>		
1	The student is ready to think and act in an entrepreneurial way, which is reflected in the decisions he makes and the business concepts he implements	ZO2_K06 P7S_KO
<b>V. CURRICULAR CONTENT (LEARNING)</b>		
<b>Lp.</b>	<b>Lecture:</b>	<b>Reference to the learning outcomes in question</b>
1.	Companies on foreign markets (European and non-European)	ZO2_W02 ZO2_W04 ZO2_W07 ZO2_U01 ZO2_U02 ZO2_U11 ZO2_U16 ZO2_K06
2.	Aspects of access of enterprises to selected foreign markets (customs systems, standardization, standards, certification, international ISO standards, export financing and forms of payment)	
3.	Types of strategies for entering foreign markets (export, contract, with the involvement of capital)	
4.	Factors determining the choice of the form of entering foreign markets	
5	Export (direct and indirect), agreements (licensing, franchising, joint venture), investment acquisitions	
6	Foreign exchange risk and guarantees in international trade	
7	Institutions supporting investors	
8	Companies on foreign markets – a case study	
9	Analysis of foreign markets, including operating principles, cultural and political conditions, trends and forecasts.	
10	International Marketing	
11	International law	
12	International Personnel Management	
13	Analysis of competition on foreign markets	
14	Innovations and trends in the development of e-commerce technology on foreign markets	
15	Adaptation of products and services to customer preferences on foreign markets	
<b>Lp.</b>	<b>exercises:</b>	<b>Reference to the learning outcomes in question</b>

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1	Export (direct and indirect), agreements (licensing, franchising, joint venture), investment acquisitions	ZO2_W02 ZO2_W04 ZO2_W07 ZO2_U01 ZO2_U02 ZO2_U11 ZO2_U16 ZO2_K06
2	Foreign exchange risk and guarantees in international trade	
3	Institutions supporting investors	
4	Companies on foreign markets – a case study	
5	International Marketing	
6	International law	
7	International Personnel Management	
8	Analysis of competition on foreign markets	
9	Innovations and trends in the development of e-commerce technology on foreign markets	
10	Adaptation of products and services to customer preferences on foreign markets	
11	Analysis of foreign markets, including operating principles, cultural and political conditions, trends and forecasts.	
12	Factors determining the choice of the form of entering foreign markets	

### VI. METHODS OF ASSESSMENT OF LEARNING OUTCOMES

Learning outcomes	Verification method	Form of classes in which EUS is verified (Learning outcome)
<b>Knowledge:</b>		
ZO2_W02 ZO2_W04 ZO2_W07	Written test, project	Lecture/ Tutorials
<b>Abilities:</b>		
ZO2_U01 ZO2_U02 ZO2_U11 ZO2_U16	Written test, project	Lecture / Exercises
<b>Social competences:</b>		
ZO2_K06	Written test, group work, project	Lecture / Exercises

### VII. CRITERIA FOR ASSESSING ACHIEVED LEARNING OUTCOMES

Learning outcomes	Unsatisfactory assessment The student does not know and does not understand/cannot/is not ready:	Grade range 3.0-3.5 The student knows and understands / can / is ready:	Grade range 4.0-4.5 The student knows and understands / can / is ready:	Very good rating The student knows and understands / can / is ready:
For each of the learning outcomes identified for the Knowledge, Skills and Competences module	The student obtains less than 50% max. the number of points for a given effect	The student gets from 50 to 59% max. the number of points for a given effect on a grade of 3 and The student gets from 60 to 69% max. the number of points for a given effect per grade 3.5	The student gets from 70 to 79% max. the number of points for a given effect per grade 4, and The student obtains from 80 to 89% max. the number of points for a given effect per rating 4.5	The student obtains more than 89% max. the number of points for a given effect

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VIII. STUDENT'S WORKLOAD – NUMBER OF HOURS AND BALANCE OF ECTS CREDITS		
Type of activity ECTS	Student load	
	Studies Stationary	Part-time studies
Participation in didactic activities (lectures, exercises, tutorials, project, laboratories, workshops, seminars) – SUM of hours – from point II	60	30
Exam/Passing	2	2
Participation in the consultation	1	1
Project / Essay		
Independent preparation for didactic classes	30	46
Preparing to pass a teaching class	32	46
<b>Total student workload (25h = 1 ECTS) TOTAL hours/ECTS</b>	<b>5ECTS/125h</b>	<b>5ECTS/125h</b>
Student load in classes in direct contact with the teacher	60	30
Student load in practical classes	35	48
Student load in practical vocational preparation classes	30	47
Student load in research preparation classes		
IX. LITERATURE AND OTHER DIDACTIC MATERIALS		
<b>Basic literature:</b>		
<ol style="list-style-type: none"> <li>1. Budzyński W., Export in the enterprise. Market entry and execution of foreign transactions, Modern Manager Library, Poltext 2016</li> <li>2. Grzegorzczak W., Krawiec W., Strategies of expansion of Polish enterprises into foreign markets. Stages and forms, University of Łódź Press, Łódź 2019</li> <li>3. Wach K., Internationalization of enterprises in the perspective of international entrepreneurship, Wydawnictwo Naukowe PWN, Warsaw 2019</li> </ol>		
<b>Supplementary literature:</b>		
<ol style="list-style-type: none"> <li>1. Gorynia M., Enterprise in international business, Wydawnictwo Naukowe PWN, Warsaw 2021</li> <li>2. Best E., Strategies of enterprises on foreign markets, AEPOZNAŃ, Poznań 2002</li> <li>3. Polkowska-Nowak G., Enterprise in the global economy, Wydawnictwo Naukowe PWN, Warsaw 2006</li> <li>4. Rymarczyk J., Foreign trade. Organization and technology, Polskie Wydawnictwo Ekonomiczne, 2017</li> <li>5. Ziółkowska M.J., Franchise modern business development model, CeDeWu, Warsaw 2019</li> </ol>		
<b>Other teaching materials:</b>		
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