



Subject card

Subject name and code	INTERNATIONALIZATION OF FIRM, PG_00060815						
Field of study	Economic Analytics						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2023/2024		
Education level	second-cycle studies		Subject group		Optional subject group		
Mode of study	Full-time studies		Mode of delivery		blended-learning		
Year of study	1		Language of instruction		English		
Semester of study	2		ECTS credits		2.0		
Learning profile	general academic profile		Assessment form		assessment		
Conducting unit	Department of Economic -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		prof. dr Luciano Segreto				
	Teachers		prof. dr Luciano Segreto				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	0.0	0.0	30
	E-learning hours included: 18.0						
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		4.0		16.0	50
Subject objectives	The course explains the importance of the internationalization process of the firms in modern economies. It outlines the economic, financial, technological, and cultural conditions to develop this strategy and its constraints. The course is also exploring the difference between internationalization and the more advanced process of multinationalization of the firms.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K7_U02] presents logical and solid arguments about the obtained results, by analyzing and synthesizing information in various business contexts, approaching their interpretation critically		It critically interprets internationalization processes in a broad business context		[SU3] Assessment of ability to use knowledge gained from the subject		
	[K7_W02] explains the meaning and interdependence of the key components describing economic processes, using in-depth knowledge consistent with the main trends in the development of scientific disciplines related to the field of study		Utr explains the interrelationships of key factors influencing internationalization processes		[SW1] Assessment of factual knowledge		
Subject contents	Thwe firm: an introduction The reasons for the internationalization process Strategies of internationalization of enterprises Methods/ways of entering the foreign markets Theories of internationalization introduction A classic approach to the internationalization of enterprises Resource-based models Internationalization through networks Early and fast internationalization of enterprises. Born globals International entrepreneurship Internationalization and innovation Internationalization of services						
Prerequisites and co-requisites							
Assessment methods and criteria	Subject passing criteria		Passing threshold		Percentage of the final grade		
	Presentation		60.0%		40.0%		
	Test		60.0%		60.0%		

Recommended reading	Basic literature	<p><i>The Internationalization of the Firm. A reader</i>, edited by Peter J. Buckley and Pervez N. Ghauri, Thomson, Milton, Surrey, 2006</p> <p>M. Peng, K. Meyer, <i>International Business</i>, Cengage Learning, 2020</p>
	Supplementary literature	<p>Antonella Zucchella *, G. Palamara, S. Denicolai, The drivers of the early internationalization of the firm, in "Journal of World Business" 42 (2007) 268280</p> <p>Len J Trevin and Jonathan P Doh, Internationalization of the firm: A discoursebased view, in "Journal of International Business Studies" (2021) 52, 13751393</p> <p>Family firm internationalization: Past research and an agenda for the future, in "Journal of International Business Studies" (2021) 52, 11591198</p>
	eResources addresses	<p>Adresy na platformie eNauczenie:</p> <p>The internationalization of the firm 2024 - Moodle ID: 36616 https://enauczenie.pg.edu.pl/moodle/course/view.php?id=36616</p>
Example issues/ example questions/ tasks being completed	<p>Discuss the factors of internationalization of enterprises according to the OECD</p> <p>Discuss the strengths and weaknesses of different ways to enter foreign markets.</p> <p>Discuss the selected model of internationalization of enterprises based on knowledge</p>	
Work placement	Not applicable	

Document generated electronically. Does not require a seal or signature.