



Subject card

Subject name and code	INTERNATIONALIZATION OF FIRM, PG_00066438						
Field of study	Economic Analytics						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2024/2025		
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		3.0		17.0	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 well-founded arguments regarding obtained results through the analysis and synthesis of information in various business contexts, critically evaluating their interpretation		using different case studies is able to explain the motivations, the organization, and the outcome of the internationalization process developed by the firm		[SU4] Assessment of ability to use methods and tools		
	[K7_W02] Understands the significance and interrelationships of key components describing economic processes, drawing on in-depth knowledge aligned with major developmental trends in scientific disciplines related to the field of economic analytics.		explains the interrelationships of key factors influencing internationalization processes, based on contemporary economic literature		[SW1] Assessment of factual knowledge		

Subject contents	<p>Introduction to the issues of internationalization of enterprises</p> <p>Motives/factors of internationalization</p> <p>Strategies of internationalization of enterprises</p> <p>The internationalization of the firm and the political risk</p> <p>Formal and informal institutions vs. internationalization of the firm</p> <p>Family firm and the internationalization process</p> <p>The State and the internationalization of the firm</p> <p>The multinational enterprises and the internationalization strategy</p>		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Test	60.0%	60.0%
	Presentation	60.0%	40.0%
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 Park, 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 discourse based 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>Podstawowe</p> <p>https://enauzanie.pg.edu.pl/moodle/course/view.php?id=42798 - This is the link to the course on E-Nauczanie</p> <p>Adresy na platformie eNauczanie:</p> <p>The Internationalization of the Firm 2025 - Moodle ID: 42798 https://enauzanie.pg.edu.pl/moodle/course/view.php?id=42798</p>	
Example issues/ example questions/ tasks being completed	<p>Discuss the factors of internationalization of enterprises according to the OECD</p> <p>Discuss the issue of political risk on the internationalization of the firm</p> <p>Discuss the different models of internationalization of enterprises</p>		
Work placement	Not applicable		

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