



Subject card

Subject name and code	Eastern markets, PG_00070238						
Field of study	Rynki wschodnie						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026		
Education level	second-cycle studies		Subject group		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	2		Language of instruction		Polish		
Semester of study	4		ECTS credits		3.0		
Learning profile	general academic profile		Assessment form		assessment		
Conducting unit	Centre of Eastern Studies -> Faculty of Management and Economics -> Faculties of Gdańsk University of Technology						
Name and surname of lecturer (lecturers)	Subject supervisor		prof. dr hab. Krystyna Gomółka				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	30.0	0.0	0.0	0.0	45
	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	45		4.0		26.0	75
Subject objectives	The presentation of the conditions for accessing Eastern markets and the preparation of an investment and/or trade plan with selected Eastern-market countries.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K7_W05] Possesses in-depth knowledge of the principles of integrating economic, legal, and ethical contexts in analyses and applying them in entrepreneurial activities while respecting copyright protection rules		Is able to acquire knowledge in the field of how Eastern markets function.		[SW1] Ocena wiedzy faktograficznej		
	[K7_U04] Prepares and delivers convincing presentations of the results of specialized analyses, providing in-depth interpretations during debates and meetings with diverse audiences.		Is ready for critical analysis of the material and is able to choose strategies and methods of operation in Eastern markets and prepare an action plan.		[SU1] Ocena realizacji zadania [SU2] Ocena umiejętności analizy informacji		

Subject contents	Course content – lecture		
	1. The concept of Eastern markets. Analysis of the current activity of Polish companies in Eastern markets		
	2. Russia and Belarus Market access conditions, product certification		
	3. Ukraine Market access conditions, product certification		
	4. Moldova Market access conditions		
	5. Armenia Market access conditions		
	6. Azerbaijan Market access conditions		
	7. Georgia Market access conditions		
	8. Kazakhstan Market access conditions, product certification		
	9. Uzbekistan Market access conditions		
	10. Kyrgyzstan Market access conditions		
	11. Tajikistan and Turkmenistan Market access conditions		
	12. Mongolia Market access conditions		
	13. China Market access conditions		
	14. Japan Market access conditions		
	15. Vietnam Market access conditions		
	Course content – exercises		
	1. Support for Polish exports (the ministry and chambers of commerce)		
	2. Co-financing the participation of Polish companies in trade fairs in the East		
	3. Polish institutions assisting in product certification (documents in the certification process)		
	4. Arbitration in countries of the Eastern markets		
	5. Financing transactions in Eastern markets		
	6. Insurance in trade with the East		
	7. Negotiations in Eastern markets (Who should negotiate and how: establishing a company, a branch, or selling goods)		
	715: Selection of a Polish enterprise and its introduction into the market of a chosen country. Group project: 23 people.		
Prerequisites and co-requisites	economics, financial markets, transactions on foreign markets, fundamentals of law		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Public presentation of the project	100.0%	10.0%
	Group project (2–3 people)	60.0%	70.0%
	Activity in class	20.0%	20.0%

Recommended reading	Basic literature	1.. Eksport polskich przedsiębiorstw na rynki WNP red. M. Poniatowska Jaksch, , Warszawa 2010 2 .Z. Puślecki, Handel zagraniczny transformacja biznesu międzynarodowego, Poznań 2021 3. Eksport w przedsiębiorstwie Warszawa 2019 4. Perspektywy polskiego eksportu do krajów poza unijnymi red. D\Ś. Wydymus, B.Pera, 2014. 5. Raporty PAIH dotyczące poszczególnych państw 6. Raporty Izby Handlowo- Przemysłowej Polska Azja 7. Strony ambasad w Polsce i Niemczech oraz Czechach 8. Ekspertyzy Ośrodka Studiów Wschodnich
	Supplementary literature	1. Handel w Chinach , aspekty prawne, umowy handlowe , arbitraż https://www.paih.gov.pl/events/handel-w-chinach-aspekty-prawne-umowy-handlowe-arbitraz/ 2. Doing business in Japan, czyli wprowadzenie do biznesu w Japonii, https://www.paih.gov.pl/wp-content/uploads/0/144201/144285.pdf 3. Unia Europejska w czołowie partnerów handlowych Rosji pomimo sankcji, https://businessinsider.com.pl/finanse/handel/unia-europejska-handel-z-rosja-w-2024-r-mimo-sankcji-szczegoly/el6i3z3 4 Polscy eksporterzy w czasach niepewności, Point Paper 4/2025, https://www.trade.gov.pl/aktualnosci/polscy-eksporterzy-w-czasach-niepewnosci-raport-pie/ 5. Wsparcie polskiego eksportu kierowane do firm, Raport PAIH 6. Rządowy Program wsparcie polskiego eksportu. https://www.bgk.pl/programy-i-fundusze/programy/program-doke/program-rza%CC%A8dowy-finansowe-wspieranie-eksportu/ 7. Portal Rynek Wschodni https://www.rynekwschodni.pl/kraj/Tadzykistan,11/ 8. Word Bank, Doing Business in Russian Federation, Belarus, Moldova, Ukraine, Georgia , Armenia , Azerbaijan, Ukraine, Kazakhstan , Kyrgyzstan, Uzbekistan, Tajikistan, Turkmenistan, Mongolia, China, Japan , Vietnam
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Practical activities within the subject	Not applicable	

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