GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	Eastern Markets, PG_00073972		
Field of study	Management, Management		
Date of commencement of studies	February 2026	Academic year of realisation of subject	2026/2027
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	3	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	5.0	25.0	75

Subject objectives

to prepare students to analyse the factors influencing the functioning of emerging markets and to design investment and trade activities, drawing on knowledge of the economic, legal and ethical contexts of business operations, while fostering a sense of responsibility and informed decision-making in diverse market environments.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[K7_W05] has in-depth knowledge of integrating economic, legal, and ethical aspects in analyses and their application in entrepreneurial activities.	Knows and understands the principles of integrating economic, legal and ethical factors into the analysis of emerging markets, in the context of assessing the investment and trade attractiveness of selected countries.	[SW1] Assessment of factual knowledge
[K7_U04] is able to prepare and convincingly present the results of specialized analyses, providing in-depth interpretation during debates and meetings with various audiences.	is able to prepare and persuasively present the findings of a specialised analysis of emerging markets, applying comparative analysis, risk assessment and data interpretation methods to design investment or trade strategies.	[SU1] Assessment of task fulfilment [SU2] Assessment of ability to analyse information

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
Activity in class	20.0%	10.0%
Group project (2–3 people)	60.0%	70.0%
Public presentation of the project	60.0%	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 unijnych red. D\S. 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 czołówce partnerów handlowych Rosji pomimo sankcji, https://businessinsider.com.pl/finanse/handel/unia-europejska-handel-z-rosja-w-2024-r-mimo-sankcji-szczegoly/el6l3z3 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 activites within the subject	Not applicable	

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