

Title Cluster (Klustry przedsiębiorstw)	Code 1011102331011130036
Field Management - Full-time studies - Second-cycle studies	Year / Semester 2 / 3
Specialty Corporate Management	Course elective
Hours Lectures: 1 Classes: - Laboratory: - Projects / seminars: -	Number of credits 3
	Language polish

Lecturer:

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Status of the course in the study program:

clusters

Assumptions and objectives of the course:

The course aims to familiarize students with the concept of clusters as a form of competition combined with the cooperation of companies, usually operating on a similar geographical area.

Contents of the course (course description):

Framework programme of the course covers the following topics:

- 1) The definition of an industrial cluster.
- 2) The concepts of clusters formulated by Alfred Marshall and Michel Porter.
- 3) Cluster and the network.
- 4) The role of clusters in increasing the competitive capacity of enterprises.
- 5) The benefits and risks associated with the formation of clusters.
- 6) Examples of industrial clusters (Silicon Valley in the U.S., clusters in Poland).
- 7) The transfer of skills, know-how and infrastructure within the cluster.
- 8) The public institutions and scientific organizations as participants in clusters.
- 9) The role of NGOs in the formation of clusters.
- 10) Prospects for the development of clusters in Poland and other European Union countries.

Introductory courses and the required pre-knowledge:

Knowledge of micro-and macroeconomics.

Courses form and teaching methods:

- 1) Lecture.
- 2) Exercise (student presentations, case studies - cluster initiatives in Poland and other countries).

Form and terms of complete the course - requirements and assessment methods:

- 1) Final test (written).
- 2) Evaluation of activity of the exercises (presentations, case studies).

Basic Bibliography:

Additional Bibliography: