

Title (Konkurencyjność przedsiębiorstw)	Code 1011102311011130897
Field Management - Full-time studies - Second-cycle studies	Year / Semester 1 / 1
Specialty Marketing and Enterprise Resources Management	Course elective
Hours Lectures: 1 Classes: - Laboratory: - Projects / seminars: -	Number of credits 3
	Language -

Lecturer:

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Status of the course in the study program:

Competitiveness of enterprises

Assumptions and objectives of the course:

The aim of the course is to broaden the knowledge of basic aspects of company's competitiveness and to get to know the outdoor and indoor circumstances of their functioning system on the market. It is also worth getting to know the ways how companies may create their competitive advantage.

Contents of the course (course description):

Theoretical aspects of enterprise's competitiveness. The elementary theory of competitiveness. The role of entrepreneurship in the growth of competitiveness. The meaning of innovativeness in getting the competitive advantage. The role of social and human capital in growth of competitiveness. The government's role in competitive advantage creation.

Introductory courses and the required pre-knowledge:

Basic knowledge in economics.

Courses form and teaching methods:

Lecture

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

Written test - multichoice on score.

Basic Bibliography:

Additional Bibliography: