

Title <b>Competitiveness of enterprises</b>	Code <b>1011101351011130653</b>
Field <b>Management - Full-time studies - First-cycle studies</b>	Year / Semester <b>3 / 5</b>
Specialty -	Course <b>elective</b>
Hours Lectures: <b>1</b> Classes: <b>15</b> Laboratory: -    Projects / seminars: -	Number of credits <b>4</b>
	Language <b>polish</b>

**Lecturer:**

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**Status of the course in the study program:**

Competitiveness of enterprises

**Assumptions and objectives of the course:**

The course aims to develop skills and competencies to understand the fundamental aspects of business competitiveness and external and internal conditions of their functioning

**Contents of the course (course description):**

Framework program of the course:

- 1) Theoretical aspects of business competitiveness.
- 2) Schools of strategic thinking of planning, evolutionary, position, resources.
- 3) Structure of the competitiveness of the company: the potential competitiveness, competitive advantage, competitive instruments, the company's competitive position in the market.
- 4) The role of entrepreneurship in the growth of competitiveness.
- 5) The importance of innovation in shaping the competitiveness of companies.
- 6) Effect of human and social capital in shaping the competitiveness of the economy.
- 7) External means of increasing the competitiveness of enterprises - structural and ownership changes.
- 8) The role of the state in shaping the conditions for competitiveness.

**Introductory courses and the required pre-knowledge:**

Basic knowledge of economics

**Courses form and teaching methods:**

Lectures, exercises (projects, case studies)

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

Grading - the written form (final test)

**Basic Bibliography:**

**Additional Bibliography:**