

Title (Konkurencyjność przedsiębiorstw)	Code 1011101361011130688
Field Management - Full-time studies - First-cycle studies	Year / Semester 3 / 6
Specjalty -	Course elective
Hours Lectures: 1 Classes: 15 Laboratory: - Projects / seminars: -	Number of credits 4
	Language polish

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:

