

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject Enterprise Competitiveness		Code 1011105211011134078
Field of study Engineering Management - Part-time studies -	Profile of study (general academic, practical) (brak)	Year /Semester 1 / 1
Elective path/specialty Marketing and Company Resources	Subject offered in: Polish	Course (compulsory, elective) elective
Cycle of study: Second-cycle studies	Form of study (full-time, part-time) part-time	
No. of hours Lecture: 14 Classes: - Laboratory: - Project/seminars: -		No. of credits 3
Status of the course in the study program (Basic, major, other) (brak)		(university-wide, from another field) (brak)
Education areas and fields of science and art		ECTS distribution (number and %)
Responsible for subject / lecturer: dr Ewa Badzińska email: ewa.badzinska@put.poznan.pl tel. +48-61-665-3390 Wydział Inżynierii Zarządzania ul. Strzelecka 11 60-965 Poznań		
Prerequisites in terms of knowledge, skills and social competencies:		
1	Knowledge	Student knows the basic theoretical knowledge from economics and management.
2	Skills	Student describes the basic organizational structures of companies.
3	Social competencies	Student is active in economic sphere, aware of his influence on economic processes and is able to act in an enterprising way and act due to stable development.
Assumptions and objectives of the course: C1 Developing the ability and competences of understanding basic aspects of company?s competitiveness. C2 Transferring the knowledge about the competitive environment of a company. C3 Transferring the knowledge about the opportunities of getting competitive advantage of enterprise using material and non-material resources.		
Study outcomes and reference to the educational results for a field of study		
Knowledge:		
1. Student defines basic measures of competitive advantage of a company. - [K2A_W04;K2A_W05;K2A_W16] 2. Student explains basic mechanism of growing company?s competitiveness. - [K2A_W04;K2A_W05;K2A_W16] 3. Student knows the relations between competitiveness and innovativeness. - [K2A_W04;K2A_W05;K2A_W16]		
Skills:		
1. Student specifies the competitive position of a company. - [K2A_U01;K2A_U02;K2A_U03;K2A_U04] 2. Student describes the role of material and non-material recourses on competitiveness. - [K2A_U01;K2A_U02;K2A_U03;K2A_U04] 3. Student uses the cluster theories to explain the growth possibilities of the competitiveness of a company, a region and a country. - [K2A_U01;K2A_U02;K2A_U03;K2A_U04]		
Social competencies:		
1. Student is aware of a need for growing competitiveness of a company, regions and a country. - [K2A_K01;K2A_K02;K2A_K04;K2A_K04;K2A_K06] 2. Student is responsible for common good. - [K2A_K01;K2A_K02;K2A_K04;K2A_K04;K2A_K06] 3. Student is active in building the relations between people. - [K2A_K01;K2A_K02;K2A_K04;K2A_K04;K2A_K06]		

Assessment methods of study outcomes	
<p>Forming assessment: Lecture: basing on questions asked during the lecture, which refer to previous lectures on the subject. Final assessment Final test checking the total of knowledge on the subject obtained during classes and lectures. Required at least 60% of correct answers.</p>	
Course description	
<ol style="list-style-type: none"> 1. Theoretical aspects of company?s competitiveness. 2. The role of entrepreneurship in getting a competitive position. 3. The meaning of innovativeness in getting the competitive advantage. 4. The influence of non-material recourses (human and social capital) on building company?s competitiveness. 5. The role of Polish government on company?s competitiveness. 6. Situation in different countries taking into consideration company?s competitiveness. 7. Competitive position of Poland due to international rankings. 8. Meaning of economic crisis on Polish company?s competitive position. 	
Basic bibliography:	
<ol style="list-style-type: none"> 1. Porter M.E., Strategia konkurencji. Metody analizy sektorów i konkurentów, Wydawnictwo MT Biznes Sp. z o.o., Warszawa 2006. 2. Borowiecki R., Siuta-Tokarska B., Konkurencyjność przedsiębiorstw i konkurencyjność gospodarki Polski - zarys problemu, Nierówności Społeczne a Wzrost Gospodarczy, 2015, vol. 41, s. 52-66 3. Zastempowski M., Uwarunkowania budowy potencjału innowacyjnego polskich małych i średnich przedsiębiorstw, Wydawnictwo Naukowe Uniwersytetu im. M. Kopernika, Toruń 2011. 4. Skawińska E., Cyrson E., Zalewski R. I., Konkurencyjność przedsiębiorstw, Wyd. PP, Poznań, 2011. 5. Badzińska E., Enterprise Competitiveness. Lectures and Exercises. Materiały dydaktyczne w ramach Projektu Inżynier przyszłości. Wzmocnienie potencjału dydaktycznego Politechniki Poznańskiej, 2014. 6. Badzińska E., The exemplification of the concept of born-global enterprises by technology start-ups, International Business and Global Economy 2016, no. 35/2, pp. 367?378. 7. Skawińska E., Zalewski R.I., Kłustry biznesowe w rozwoju konkurencyjności i innowacji regionów. Świat - Europa - Polska, PWE, Warszawa 2009. 8. Glinka B., Gudkova S., Przedsiębiorczość, Wolters Kluwer Polska, Warszawa 2011. 	
Additional bibliography:	
<ol style="list-style-type: none"> 1. Wach K., Europeizacja małych i średnich przedsiębiorstw, PWN, Warszawa 2013. 2. Misala J., Międzynarodowa konkurencyjność gospodarek narodowych, PWE, Warszawa 2011. 3. Dzikowska M., Gorynia M., Teoretyczne aspekty konkurencyjności przedsiębiorstwa ? w kierunku koncepcji eklektycznej? GOSPODARKA NARODOWA, 4(248) 2012, s. 1-30. 4. Zastempowski M., Uwarunkowania budowy potencjału innowacyjnego polskich małych i średnich przedsiębiorstw, Wydawnictwo Naukowe Uniwersytetu im. M. Kopernika, Toruń 2011. 5. Konkurencyjność. Poziom makro, mezo i mikro, red. N. Daszkiewicz, Wyd. Naukowe PWN, Warszawa 2008. 6. Innowacyjność w zarządzaniu a konkurencyjność przedsiębiorstwa, red. R. Nowacki, Difin, Warszawa 2010. 7. Hołub-Iwan J., Perenc J., Innowacje w rozwijaniu konkurencyjności firm. Znaczenie, wsparcie, przykłady zastosowań, C. H. Beck, Warszawa .2011 8. Prahalad C.K., Ramaswamy V., Przyszłość konkurencji, PWE, Warszawa 2005. 9. Badzińska E., Gołata K., Szczepański M., Współczesne formy komunikowania oraz kreowania wizerunku firmy i przedsiębiorcy, Wydawnictwo Politechniki Poznańskiej, Poznań 2015. 10. Strony internetowe: IMD, WEF, OECD, UE. 	
Result of average student's workload	
Activity	Time (working hours)
1. Preparing for the lecture	25
2. Preparing for test	30
3. Participations in lectures	14
4. Consultations	4
5. Test	2
Student's workload	

Source of workload	hours	ECTS
Total workload	75	3
Contact hours	20	1
Practical activities	55	2