

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject Business clusters		Code 1011102231011105128
Field of study Corporate Management - Full-time studies -	Profile of study (general academic, practical) (brak)	Year /Semester 2 / 3
Elective path/specialty Corporate Management	Subject offered in: Polish	Course (compulsory, elective) elective
Cycle of study: Second-cycle studies	Form of study (full-time, part-time) full-time	
No. of hours Lecture: 15 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 hab. Marek Szczepański email: email: marek.szczepanski@put.poznan.pl tel. 061 665 33 90 Katedra Nauk Ekonomicznych ul. Strzelecka 11, 60-965 Poznań		
Prerequisites in terms of knowledge, skills and social competencies:		
1	Knowledge	General knowledge on micro and macroeconomics and management.
2	Skills	Skill of using the obtained knowledge for describing and analyzing reasons and courses of social processes and phenomena
3	Social competencies	Ability to plan and manage business ventures
Assumptions and objectives of the course:		
The course is aimed at presenting students the concept of clusters as a form of competitiveness combined with the cooperation between enterprises that usually function on a similar geographical area		
Study outcomes and reference to the educational results for a field of study		
Knowledge:		
1. The student has a deepened knowledge about clusters, forms of international corporations and virtual companies - [K2A_W04]		
2. The student knows general rules of creating and the development of forms of the individual entrepreneurship, using the knowledge from the scope of technology, economics and management - [K2A_W18]		
Skills:		
1. The student is able to interpret and to explain correctly cultural, political, legal, economic social phenomena) and interrelation between social phenomena - [K2A_U01]		
2. The student is able to analyze correctly causes and courses of social (cultural, political, legal and economical) processes and phenomena, he is able to formulate own opinions about them and present simple scientific hypotheses and verify them - [K2A_U03]		
3. The student is able to use the obtained knowledge in different scopes and forms, he knows how to widen it with a critical analysis of the efficiency and usability of the applied knowledge - [K2A_U06]		
4. The student has the skill of independent suggesting solutions for a determined problem from the area of management and realize the procedure of implementing solution for this problem - [K2A_U07]		
Social competencies:		

1. The student is aware of the interdisciplinary character of the knowledge and skills that are necessary for solving composite problems of the organization and the necessity of forming interdisciplinary teams - [K2A_K06]
2. The student is able to notice causal dependencies in the realization of established objectives and put them into certain hierarchy of importance versus alternative or competitive solutions - [K2A_K03]
3. The student is aware of the responsibility for his own work and he presents readiness of the compliance for principles of the teamwork and bearing responsibility for together performed tasks - [K2A_K02]
4. The student is able to plan and run business ventures - [K2A_K07]

Assessment methods of study outcomes

Forming assessment: evaluation of student's activity during classes (analysis of case studies).

Final assessment: written test ending the entire cycle of lectures.

Course description

- 1) Definition of the industrial cluster.
- 2) The idea of clusters according to A. Marshall and M. Porter.
- 3) A cluster and a network.
- 4) The role of clusters in the increase of the competitive potential of enterprises.
- 5) Profits and risks resulting from the formation of a cluster.
- 6) Examples of the functioning of industry clusters (Silicon Valley in the USA, clusters in Poland).
- 7) Transfer of skills, know how and infrastructure within a cluster.
- 8) Public and scientific institutions as cluster participants.
- 9) The role of non-government institutions in the process of forming clusters.
- 10) Prospects for the development of clusters in Poland and other countries of the European Union.

Basic bibliography:

1. E. Bojar, J. Bis, Rola bezpośrednich inwestycji zagranicznych (BIZ) w klastrach, ?Przegląd Organizacji? 2006, nr 10.
2. A. Chodyński, Wiedza i kompetencje ekologiczne w strategiach rozwoju przedsi - biorstw, Difi n, Warszawa 2007
3. M.E. Porter, Porter o konkurencji, PWE, Warszawa 2001.
4. Badzińska E., Konkurowanie przedsiębiorstw w segmencie młodych konsumentów, PWE, Warszawa 2011.
5. E.Skawińska, R.Zalewski, Klastry biznesowe w rozwoju konkurencyjności i innowacyjności regionów. Świat - Europa - Polska, PWE, Warszawa 2009.
6. E. Bojar, J. Bis, Rola bezpośrednich inwestycji zagranicznych (BIZ) w klastrach, ?Przegląd Organizacji? 2006, nr 10.
7. W.Janasz, K.Kozioł-Nadolna, Innowacje w organizacji, PWE, Warszawa 2011.

Additional bibliography:

1. M. Górzyński, R. Woodward, M. Jakubiak, Innowacyjno_ü polskiej gospodarki w kontekście integracji z UE. Mo*liwo_ci i bariery wdra*ania w Polsce gospodarki opartej na wiedzy, CASE, Warszawa 2004.
2. M. Górzyński, R. Woodward, M. Jakubiak, Innowacyjność polskiej gospodarki w kontekście integracji z UE. Możliwości i bariery wdra*ania w Polsce gospodarki opartej na wiedzy, CASE, Warszawa 2004
3. T. Brodzicki, S. Szultka, P. Tamowicz, Polityka wspierania klastrów, IBnGR, Gdańsk 2004.
4. Innowacyjność w zarządzaniu a konkurencyjność przedsiębiorstwa, red. R. Nowacki, Difi n, Warszawa 2010.
5. A. Chodyński, Wiedza i kompetencje ekologiczne w strategiach rozwoju przedsiębiorstw, Difi n, Warszawa 2007.

Result of average student's workload

Activity	Time (working hours)	
1. Lecture	15	
2. Preparation for the lecture: 6x2h	12	
3. Consultations	15	
4. Preparation for the final assessment	30	
5. Final assessment and discussion on results	3	
Student's workload		
Source of workload	hours	ECTS
Total workload	75	3
Contact hours	33	1
Practical activities	42	1