



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Enterprise Competitiveness

### Course

Field of study

Engineering Management

Area of study (specialization)

Level of study

First-cycle studies

Form of study

full-time

Year/Semester

3/6

Profile of study

general academic

Course offered in

English

Requirements

elective

### Number of hours

Lecture

15

Laboratory classes

Tutorials

15

Projects/seminars

Other (e.g. online)

### Number of credit points

2

### Lecturers

Responsible for the course/lecturer:

Ewa Badzińska, Ph.D.

Responsible for the course/lecturer:

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Faculty of Engineering Management

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### Prerequisites

The student has basic theoretical knowledge of microeconomics, management and in functioning of enterprises in a market economy. Is able to identify the basic problems of enterprise management and describe the basic organizational structures of companies in a knowledge-based economy.

Demonstrates readiness to develop his knowledge and skills. Is willing to work in a team.

### Course objective

The aim of the course is to gain knowledge and acquire skills and competences in the field of: understanding the basic aspects of competition and competitiveness of enterprises, endo- and exogenous conditions as well as changes in organizational and ownership structures in order to shape competitive advantage; use of methods of analyzing competition in the sector and assess the competitive position of an enterprise on the market, and shape sources of competitive advantage in a knowledge-based economy.



### Course-related learning outcomes

#### Knowledge

1. Has in-depth knowledge of the sources of shaping competitive advantage in modern economy.
2. Knows the paradigms of schools of strategic thinking, mainly positional and resource-based school.
3. Knows the methods of analyzing competition in the sector and assessing the company's competitive position on the market.
4. Knows the general principles of creating and developing forms of individual entrepreneurship using knowledge of technology, economics and management.

#### Skills

1. Is able to describe the role of material and non-material resources in increasing the competitiveness of enterprises.
2. Is able to indicate the impact of local environment quality and macro environment on the level of enterprise competitiveness.
3. Is able to apply methods of analyzing competition in the sector and measures of the competitive position of an enterprise on the market.
4. Can use data from secondary sources and critically respond to the competition strategy of the company in the context of the current market situation.

#### Social competences

1. Can work in a team and be open to suggestions of other members.
2. Is able to recognize cause-and-effect relationships in achieving the set goals and rank the importance of alternative or competitive tasks in the implementation of projects.
3. Is aware of the need to expand knowledge about the management of a modern enterprise due to the high variability of the socio-political and economic environment.
4. Is aware of the interdisciplinary of knowledge and skills needed to solve complex problems.

### Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Knowledge acquired during the lecture is verified by one 60-minute colloquium carried out at the last lecture. It consists of 10-15 questions (test and open) with various points depending on their level of difficulty. Passing from: 60% of points. Issues and materials, on the basis of which questions are prepared for the colloquium, will be sent to students by e-mail using the university's e-mail system and uploaded on Moodle course. The final grade can be raised for the student's active participation in the problem and conversation lecture.

Knowledge, skills and social competences acquired as part of tutorials are verified based on the presentation of the completed project/assignment, the developed case study and student activity



during classes (participation in the discussion, independent problem solving). Criteria for evaluation of the project / assignment will be provided to students in the first class.

### Programme content

1. Theoretical aspects of company's competitiveness, the role of micro- and macroenvironment.
2. Enterprise competitiveness structure: competitive potential, competitive advantage, instruments of competition, competitive position on the market.
3. Strategic management schools: planning, evolutionary, positional, resource-based.
4. The role of entrepreneurship and innovation in the process of increasing the competitiveness of an enterprise.
5. The Impact of human and social capital on the competitiveness of an enterprise.
6. External ways to increase the competitiveness of enterprises - structural and ownership changes (mergers, alliances, outsourcing, spin-offs).
7. The role of government in shaping the conditions for increasing the competitiveness of enterprises.

### Teaching methods

Lecture: multimedia presentation illustrated with examples; problem lecture (discussion on solving a given problem), conversation lecture (discussion moderated by the lecturer).

Tutorials: case study method, discussion methods: brainstorming, metaplan (conclusions from discussion in teams presented on the forum in the form of a poster, multimedia presentation); Exercise and practical methods: solving cognitive tasks, teamwork.

### Bibliography

Basic

1. Porter M.E., Strategia konkurencji. Metody analizy sektorów i konkurentów, Wydawnictwo MT Biznes, Warszawa 2006.
2. Obłój K., Strategie organizacji. W poszukiwaniu trwałej przewagi konkurencyjnej, PWE, Warszawa 2007.
3. Skawińska E., Cyrson E., Zalewski R.I., Konkurencyjność przedsiębiorstw, Wyd. Politechniki Poznańskiej, Poznań 2011.
4. Gorynia M., Teoretyczne aspekty konkurencyjności w: Kompendium wiedzy o konkurencyjności, red. M. Gorynia, E. Łażniewska, WN PWN, Warszawa 2009.
5. Badzińska E., Pozycja konkurencyjna przedsiębiorstwa w świetle teorii zarządzania i konkurencji, Studia Ekonomiczne nr 118 Nauki o zarządzaniu-u początków i współcześnie, Uniwersytet Ekonomiczny w Katowicach, 2012, s. 291-306.



6. Matejun M., Rozwój kapitału ludzkiego a konkurencyjność firm sektora MSP, Marketing i Rynek nr 3/2016.

7. Strony internetowe: IMD, WEF, OECD, UE, gł. raporty na temat konkurencyjności.

#### Additional

1. Zastempowski M., Uwarunkowania budowy potencjału innowacyjnego polskich małych i średnich przedsiębiorstw, Wydawnictwo Naukowe Uniwersytetu im. M. Kopernika, Toruń 2011.

2. Innowacyjność w zarządzaniu a konkurencyjność przedsiębiorstwa, red. R. Nowacki, Difin, Warszawa 2010.

3. Flak O., Głód G., Konkurencyjni przetrwają. O przedsiębiorstwie, metodach badania konkurencyjności i twoich szansach na sukces rynkowy, Difin, Warszawa 2012.

4. Dzikowska M., Gorynia M., Teoretyczne aspekty konkurencyjności przedsiębiorstwa - w kierunku koncepcji eklektycznej, GOSPODARKA NARODOWA, 4(248) 2012, s. 1-30.

5. Matejun M., The Role of Flexibility in Building the Competitiveness of Small and Medium Enterprises, „Management”, vol.18, nr 1/2014.

6. Goldsmith D., Rethinking the company`s competitive advantage, Financial Executive, July-August 2013, vol. 29, issue 6.

7. Badzińska E., The competitive advantage of academic start-ups in innovative business solutions, in: Knowledge, innovation and quality as factors of the success in the new economy, A.Skrzypek (Ed.), Publishing House University of Maria Curie-Skłodowska in Lublin, 2014, s. 13-24

8. Prahalad C.K., Hamel G., The Core Competence of the Corporation, Harvard Business Review, 1990 May-June.

9. Wernerfeld B., A Resorce-Based View of the Firm, „Strategic Management Journal” 1984, Vol. 5, no 2.

#### Breakdown of average student's workload

	Hours	ECTS
Total workload	60	2,0
Classes requiring direct contact with the teacher	30	1,0
Student's own work (literature studies, preparation for classes/tutorials, describing case studies, completing tasks and presentation, preparation for colloquium) <sup>1</sup>	30	1,0

<sup>1</sup> delete or add other activities as appropriate