

<b>STUDY MODULE DESCRIPTION FORM</b>		
Name of the module/subject <b>Enterprise Competitiveness</b>		Code <b>1011102311011134078</b>
Field of study <b>Engineering Management - Full-time studies -</b>	Profile of study (general academic, practical) <b>(brak)</b>	Year /Semester <b>1 / 1</b>
Elective path/specialty <b>Marketing and Company Resources</b>	Subject offered in: <b>Polish</b>	Course (compulsory, elective) <b>elective</b>
Cycle of study: <b>Second-cycle studies</b>	Form of study (full-time, part-time) <b>full-time</b>	
No. of hours Lecture: <b>15</b> Classes: <b>15</b> Laboratory: <b>-</b> Project/seminars: <b>-</b>		No. of credits <b>3</b>
Status of the course in the study program (Basic, major, other) <b>(brak)</b>		(university-wide, from another field) <b>(brak)</b>
Education areas and fields of science and art		ECTS distribution (number and %)
<b>Responsible for subject / lecturer:</b>  dr Ewa Badzińska email: ewa.badzinska@put.poznan.pl tel. +48-61-665-3390 Wydział Inżynierii Zarządzania ul. Strzelecka 11 60-965 Poznań		
<b>Prerequisites in terms of knowledge, skills and social competencies:</b>		
1	<b>Knowledge</b>	Student knows the basic theoretical knowledge from economics and management.
2	<b>Skills</b>	Student describes the basic organizational structures of companies.
3	<b>Social competencies</b>	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.
<b>Assumptions and objectives of the course:</b> 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.		
<b>Study outcomes and reference to the educational results for a field of study</b>		
<b>Knowledge:</b>		
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]		
<b>Skills:</b>		
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]		
<b>Social competencies:</b>		
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]		

<b>Assessment methods of study outcomes</b>		
Written test ? multichoice		
<b>Course description</b>		
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.		
<b>Basic bibliography:</b>		
1. Skawińska E., Cyrson E., Zalewski R. I., Konkurencyjność przedsiębiorstw, Wyd. PP, Poznań 2011. 2. Kompendium wiedzy o konkurencyjności, red. M. Gorynia, E. Łażniewska, Wyd. Naukowe PWN, Warszawa 2009. 3. Badzińska E., Konkurowanie przedsiębiorstw w segmencie młodych konsumentów, PWE, Warszawa 2011. 4. Porter M., Przewaga konkurencyjna, Wyd. Helion, Gliwice 2006. 5. Skawińska E., Zalewski R. I., Klastry biznesowe w rozwoju konkurencyjności i innowacji regionów, Świat ? Europa ? Polska, PWE, Warszawa 2009. 6. Stymulowanie innowacyjności i konkurencyjności przedsiębiorstwa w otoczeniu globalnej gospodarki wiedzy, Wydawnictwo Naukowe Uniwersytetu im. M. Kopernika, Toruń 2010.		
<b>Additional bibliography:</b>		
1. Misala J., Międzynarodowa konkurencyjność gospodarek narodowych, PWE, Warszawa 2011. 2. Strony internetowe: IMD, OECD, UE, Eurostat, GUS Polska 3. Hołub-Iwan J., Perenc J., Innowacje w rozwijaniu konkurencyjności firm. Znaczenie, wsparcie, przykłady zastosowań, C. H. Beck, Warszawa .2011 4. Glinka B., Gudkova S., Przedsiębiorczość, Wolters Kluwer Polska, Warszawa 2011. 5. Zastempowski M., Uwarunkowania budowy potencjału innowacyjnego polskich małych i średnich przedsiębiorstw, Wydawnictwo Naukowe Uniwersytetu im. M. Kopernika, Toruń 2011. 6. Przedsiębiorczość a rozwój regionalny w Polsce, Difin, Warszawa 2010.		
<b>Result of average student's workload</b>		
Activity	Time (working hours)	
1. Preapering for the lecture	15	
2. Preapering for test	20	
3. Studing of literature	20	
4. Participations in lectures	15	
5. Consultations	5	
<b>Student's workload</b>		
Source of workload	hours	ECTS
Total workload	75	3
Contact hours	20	1
Practical activities	50	2