



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Competitive Potential of Enterprises

### Course

Field of study

Engineering Management

Area of study (specialization)

Resource and Process Management of Enterprises

Level of study

Second-cycle studies

Form of study

part-time

Year/Semester

1/2

Profile of study

general academic

Course offered in

Polish

Requirements

compulsory

### Number of hours

Lecture

10

Laboratory classes

Other (e.g. online)

Tutorials

Projects/seminars

### Number of credit points

1

### Lecturers

Responsible for the course/lecturer:

Ph.D., Ewa Badzińska

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Faculty of Engineering Management

ul. J. Rychlewskiego 2, 60-965 Poznań

Responsible for the course/lecturer:

Ph.D., D.Sc., Marek Szczepański, University Professor

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### Prerequisites

The student has theoretical knowledge of microeconomics, management and functioning of enterprises in a market economy. Is able to identify problems of managing a modern enterprise and describe the basic organizational structures of companies in the knowledge-based economy. Knows the methods and tools for modeling decision-making processes and obtaining data on market participants. Demonstrates readiness to develop knowledge and teamwork skills.

### Course objective

The aim of the course is to gain knowledge and acquire skills and competences in the field of: sources of shaping the competitive advantage of an enterprise in a knowledge-based economy; the role of



intellectual capital, innovation and entrepreneurial potential in shaping competitiveness on the domestic and international market; analysis of micro- and macroeconomic competitiveness indicators; formulating own opinions on socio-economic phenomena and critical data selection and methods of analysis; using acquired knowledge in various areas and forms in business practice.

### Course-related learning outcomes

#### Knowledge

1. Student has in-depth knowledge of the sources of shaping competitive advantage in the knowledge-based economy and the role of the company's competitive potential. [P7S\_WG\_04]
2. Has in-depth knowledge of external ways to increase the competitiveness of an enterprise – structural and ownership changes (mergers, alliances, outsourcing, spin-offs, clusters). [P7S\_WG\_05, P7S\_WG\_06]
3. Knows methods and tools to examine the micro- and macroeconomic competitiveness. [P7S\_WG\_02, P7S\_WG\_07]
4. Has knowledge of co-opereces and connections occurring in network organizations (concerns, holdings, clusters, etc.) [P7S\_WG\_06]

#### Skills

1. Student is able to use the acquired knowledge and conduct a critical analysis to indicate the relationship between the company's competitive potential and its ability to shape a competitive advantage. [P7S\_UW\_03]
2. Is able to present trends and directions of innovation development in the economy based on knowledge and analyze data on the innovativeness of enterprises. [P7S\_UW\_01]
3. Can define the role of intellectual capital and social bonds as an important element of the competitive potential of the enterprise. [P7S\_UW\_08]
4. Is able to indicate the impact of micro- and macro-environment entities and international cooperation on the level of enterprise competitiveness, as well as formulate own opinions and correctly interpret socio-economic phenomena. [P7S\_UW\_01, P7S\_UW\_06]

#### Social competences

1. Is aware of the interdisciplinarity of knowledge and skills needed to solve complex organization problems and the need to create interdisciplinary teams. [P7S\_KK\_01]
2. Is able to make substantive contribution to the preparation of social projects and manage tasks resulting from these projects. [P7S\_KO\_01]
3. It is aware of the importance of behaviour in a professional manner, comply with the rules of professional ethics and respect for the diversity of views and cultures. [P7S\_KR\_01]
4. 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. [P7S\_KK\_01]



## Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Knowledge, skills and social competences acquired during the lecture are verified by one 60-minute colloquium carried out at the last lecture. It consists of 25-30 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.

## Programme content

Lecture: The essence of the competitiveness of enterprises and the economy. Impact of intellectual capital on the competitive potential of enterprises. The role of entrepreneurship and innovation in the process of increasing the competitiveness of an enterprise. Trends and directions of innovation development in the knowledge-based economy. Increasing the company's competitiveness through structural and ownership changes (mergers, alliances, outsourcing, spin-offs, clusters). International competitive ability of the enterprise / economy.

## Teaching methods

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

## Bibliography

Basic

1. Porter M. E., Przewaga konkurencyjna, wyd. Helion, Gliwice 2006.
2. Leśniewski M., Konkurencyjność miękka przedsiębiorstw, Difin, Warszawa, 2015.
3. Zastempowski M., Uwarunkowania budowy potencjału innowacyjnego polskich małych i średnich przedsiębiorstw, Wydawnictwo Naukowe Uniwersytetu im. M. Kopernika, Toruń 2011.
4. 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.
5. Szczepański M., Zarządzanie przez wartości a kultura organizacyjna, w: Zarządzanie rozwojem organizacji w otoczeniu interkulturowym, Monografie Politechniki Łódzkiej, Łódź 2014, s. 75-85.
6. Nowacki R. (red.), Innowacyjność w zarządzaniu a konkurencyjność przedsiębiorstwa, Difin, Warszawa 2010.
7. Stankiewicz M.J. Budowanie konkurencyjności przedsiębiorstwa w warunkach globalizacji, Wydawnictwo TNOiK „Dom Organizatora”, Toruń, 2005.



8. Raport konkurencyjności „Eight Competitiveness Report 2019” ,

<https://www.jpweber.com/assets/Publications/Eight-Competitiveness-Report-Polish.pdf>

Additional

1. Drucker P. F., Innovation and Entrepreneurship, Taylor & Francis Ltd, 2014.

2. Bednarz J., Wewnętrzne źródła przewagi konkurencyjnej przedsiębiorstw w: Problemy współczesnej gospodarki światowej, Prace i Materiały Instytutu Handlu Zagranicznego Uniwersytetu Gdańskiego, Sopot 2008.

3. Wosiek R., Międzynarodowa konkurencyjność gospodarki – aspekty teoretyczne, Studia Ekonomiczne. Zeszyty Naukowe Uniwersytetu Ekonomicznego w Katowicach, Nr 269, s. 235-244, Katowice 2016.

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

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

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

7. Wernerfeld B., A Resorce-Based View of the Firm, „Strategic Management Journal” 1984, 5(2), p.171–180.

8. The Global Competitiveness Report Special Edition 2020: How Countries are Performing on the Road to Recovery, <https://www.weforum.org/reports/the-global-competitiveness-report-2020>

**Breakdown of average student's workload**

	Hours	ECTS
Total workload	25	1,0
Classes requiring direct contact with the teacher	10	0,5
Student's own work (literature studies, preparation for lectures, preparation for colloquium) <sup>1</sup>	15	0,5

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