



## 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

full-time

Year/Semester

1/2

Profile of study

general academic

Course offered in

Polish

Requirements

compulsory

### Number of hours

Lecture

15

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

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Responsible for the course/lecturer:

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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

The student defines methods and tools for modelling decision-making processes in the context of building competitiveness, with particular emphasis on forecasting market trends and innovation [P7S\_WG\_02].

The student describes how intellectual capital affects the formation of competitiveness of the enterprise, taking into account its role in the knowledge economy [P7S\_WG\_04].

The student characterizes the importance of structural and ownership changes, such as mergers, alliances, outsourcing, for the growth of enterprise competitiveness [P7S\_WG\_05].

The student lists factors affecting international competitive ability, including the roles of clusters and other forms of inter-organizational cooperation [P7S\_WG\_06].

The student describes advanced methods of market data analysis and their application in identifying and developing innovation in enterprises [P7S\_WG\_07].

#### Skills

The student applies theoretical knowledge to analyze and interpret the role of innovation and entrepreneurship in enhancing the competitiveness of enterprises [P7S\_UW\_01].

The student critically evaluates and recommends strategies to enhance competitiveness, using structural and economic analysis [P7S\_UW\_03].

The student analyzes market and economic phenomena in the context of enterprise competitiveness, evaluating the impact of alternative investments on increasing competitiveness [P7S\_UW\_06].

#### Social competences

The student develops interdisciplinary skills needed to effectively manage and enhance the competitiveness of enterprises, preparing to work in project teams [P7S\_KK\_01].

The student identifies key areas affecting the competitiveness of enterprises and manages them effectively in a dynamic market environment [P7S\_KK\_02].

The student prepares and manages projects focused on increasing competitiveness, including through innovation and entrepreneurship [P7S\_KO\_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. Kraszewska, M., & Pujer, K. (2017). Konkurencyjność przedsiębiorstw. Sposoby budowania przewagi konkurencyjnej. Wrocław: Exante. Wydawnictwo Naukowe.
2. Piotrowska, A. (2019), Konkurencyjność przedsiębiorstw – główne aspekty i uwarunkowania, „Przegląd Nauk Ekonomicznych”, Nr 32, Polskie Towarzystwo Ekonomiczne Oddział w Łodzi, Łódź, s. 9–21.
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3. Leśniewski M., Konkurencyjność miękka przedsiębiorstw, Difin, Warszawa, 2015.
4. Zastempowski M., Uwarunkowania budowy potencjału innowacyjnego polskich małych i średnich przedsiębiorstw, Wydawnictwo Naukowe Uniwersytetu im. M. Kopernika, Toruń 2011.
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. Szczepański M., Zarządzanie przez wartości a kultura organizacyjna, w: Zarządzanie rozwojem organizacji w otoczeniu interkulturowym, Monografie Politechniki Łódzkiej, Łódź 2014, s. 75-85.
7. Nowacki R. (red.), Innowacyjność w zarządzaniu a konkurencyjność przedsiębiorstwa, Difin, Warszawa 2010.
8. Stankiewicz M.J. Budowanie konkurencyjności przedsiębiorstwa w warunkach globalizacji, Wydawnictwo TNOiK „Dom Organizatora”, Toruń, 2005.



9. Raport konkurencyjności „Eight Competitiveness Report 2019” ,

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

Additional

1. Wiśniewska, M., & Grabowski, J. (2023). Wzmacnianie konkurencyjności przedsiębiorstw w obliczu współczesnych wyzwań i trendów dzięki wykorzystaniu technologii blockchain. Zeszyty Naukowe SGGW, Polityki Europejskie, Finanse I Marketing, 29(78), 143–156.  
<https://doi.org/10.22630/PEFIM.2023.29.78.101>.
2. Skowrońska, A., & Tarnawa, A. (2022). Raport o stanie sektora małych i średnich przedsiębiorstw w Polsce 2022, Polska Agencja Rozwoju Przedsiębiorczość, Warszawa, ISBN: 978-83-7633-475-2
3. Drucker P. F., Innovation and Entrepreneurship, Taylor & Francis Ltd, 2014.
4. Bednarz J., Wewnętrzne źródła przewagi konkurencyjnej przedsiębiorstw w: Problemy współczesnej gospodarki światowej, Prace i Materiały Instytutu Handlu Zagranicznego Uniwersytetu Gdańskiego, Sopot 2008.
5. Wosiek R., Międzynarodowa konkurencyjność gospodarki – aspekty teoretyczne, Studia Ekonomiczne. Zeszyty Naukowe Uniwersytetu Ekonomicznego w Katowicach, Nr 269, s. 235-244, Katowice 2016.
6. Goldsmith D., Rethinking the company`s competitive advantage, Financial Executive, July-August 2013, vol. 29, issue 6.
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8. Prahalad C.K., Hamel G., The Core Competence of the Corporation, Harvard Business Review, 1990 May-June.
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10. 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	30	1,0
Classes requiring direct contact with the teacher	15	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