

Basic information about the subject (independent of the cycle)

<b>Module name</b>	<b>INTERNATIONAL COMPETITIVENESS</b>
Erasmus code	
ISCED code	
Language of instruction	English
Website	
Prerequisites	Not required
ECTS points hour equivalents	<p><b>Contact hours (work with an academic teacher): 15</b></p> <p><b>Total number of hours with an academic teacher: 15</b></p> <p><b>Number of ECTS points with an academic teacher: 1,5</b></p> <p><b>Non-contact hours (students' own work): 15</b></p> <p><b>Total number of non-contact hours: 15</b></p> <p><b>Number of ECTS points for non-contact hours: 1,5</b></p> <p><b>Total number of ECTS points for the module: 3</b></p>
Educational outcomes verification methods	Report (project) and presentation with discussion
Description	<p>The module covers the knowledge in the area of international competitiveness. The main objective of the course is to provide the knowledge on various level of competitiveness and the analysis the indicators from the the macroeconomic and the micro/business aspects of competitiveness.</p> <p>The lecture explains basic terms concerning competition and competitiveness, their types, models and measures. Particular attention will be paid to sources of competitiveness.</p>
Reading list	<ol style="list-style-type: none"> <li>1. M.E. Porter, Porter, M. E. <i>The Competitive Advantage of Nations</i>. 2nd ed. New York: Free Press, 1998.</li> <li>2. Porter, Michael E. <i>Competitive Advantage: Creating and Sustaining Superior Performance</i>. [2nd ed.] New York: Free Press, 1998.</li> <li>3. Porter, Michael E. <i>Competitive Strategy: Techniques for Analyzing Industries and Competitors</i>. New York: Free Press, 1998.</li> <li>4. Dong-Sung Cho and Hwy-Chang Moon, From Adam Smith to Michael Porter: Evolution of Competitiveness Theory, Asia-Pacific Business (Book 7), World Scientific Publishing Company; Revised ed. edition (February 21, 2013).</li> <li>5. The Global Competitiveness Reports, World Economic Forum.</li> </ol>
Educational outcomes	<p><b>KNOWLEDGE</b></p> <ol style="list-style-type: none"> <li>1. About various types, models and levels of competitiveness,</li> <li>2. About the evolution of the concept of competitiveness</li> <li>3. About the measures, indicators and sources from the different aspects of competitiveness</li> </ol> <p><b>SKILLS</b></p> <ol style="list-style-type: none"> <li>1. Of identifying the level of competitiveness</li> </ol>

	<ol style="list-style-type: none"> <li>2. Of making the observation and interpretation on sources and types of competitiveness</li> <li>3. of analysing the measures and indicators of competitiveness</li> <li>4. of judging the future success of the most competitive activities</li> </ol> <p><b>ATTITUDES</b></p> <ol style="list-style-type: none"> <li>1. The awareness of impact of competitiveness on successful operating in the international environment</li> <li>2. The preparation to work in groups and to take up decisions on their own.</li> <li>3. Higher consciousness of students' own competences to build the successful competitive strategy depends on various source</li> </ol>
Practice	

Information about classes in the cycle

Website	
Educational outcomes verification methods	Report (project) and presentation with discussion
Comments	
Reading list	<ol style="list-style-type: none"> <li>1. M.E. Porter, Porter, M. E. <i>The Competitive Advantage of Nations</i>. 2nd ed. New York: Free Press, 1998.</li> <li>2. Porter, Michael E. <i>Competitive Advantage: Creating and Sustaining Superior Performance</i>. [2nd ed.] New York: Free Press, 1998.</li> <li>3. Porter, Michael E. <i>Competitive Strategy: Techniques for Analysing Industries and Competitors</i>. New York: Free Press, 1998.</li> <li>4. Dong-Sung Cho and Hwy-Chang Moon, From Adam Smith to Michael Porter: Evolution of Competitiveness Theory, Asia-Pacific Business (Book 7), World Scientific Publishing Company; Revised ed. edition (February 21, 2013).</li> <li>5. The Global Competitiveness Reports, World Economic Forum.</li> </ol>
Educational outcomes	<p><b>KNOWLEDGE</b></p> <ol style="list-style-type: none"> <li>1. About various types, models and levels of competitiveness,</li> <li>2. About the evolution of the concept of competitiveness</li> <li>3. About the measures, indicators and sources from the different aspects of competitiveness</li> </ol> <p><b>SKILLS</b></p> <ol style="list-style-type: none"> <li>1. Of identifying the level of competitiveness</li> <li>2. Of making the observation and interpretation on sources and types of competitiveness</li> <li>3. of analysing the measures and indicators of competitiveness</li> <li>4. of judging the future success of the most competitive activities</li> </ol> <p><b>ATTITUDES</b></p> <ol style="list-style-type: none"> <li>1. The awareness of impact of competitiveness on successful operating in the international environment</li> <li>2. The preparation to work in groups and to take up decisions on their own.</li> </ol>

	3. Higher consciousness of students' own competences to built the successful competitive strategy depends on various sources
A list of topics	<ol style="list-style-type: none"> <li>1. The level of the competitiveness</li> <li>2. Measures of competitiveness</li> <li>3. Sources of international and national competitiveness</li> <li>4. Indicators of international competitiveness</li> <li>5. Review of competitiveness</li> <li>6. Sources of successful competitive strategy</li> <li>7. Durability of the competitive advantage</li> </ol>
Teaching methods	Informative lecture, case study, analysis of the Reports of Competitiveness
Assessment methods	Attendance and report (project)