

<b>Prowadzący</b>	Anna Budzyńska
<b>Oferta PJO*</b>	<del>TAK</del> / NIE**
<b>Oferta PJOE*</b>	TAK / <del>NIE</del> **
<b>Kierunek, rok, stopień dla PJO</b>	
<b>Semestr roku 2021/2022</b>	zimowy / <del>letni</del> **

\* PJO – przedmiot w języku obcym dla studentów polskich / PJOE – przedmiot w języku obcym dla studentów Erasmus+

\*\* zostawić właściwe

#### BASIC INFORMATION ABOUT THE SUBJECT (INDEPENDENT OF THE CYCLE)

<b>Module name</b>	The competitive advantage on the market
<b>Erasmus code</b>	E-ERASMUS
<b>ISCED code</b>	
<b>Language of instruction</b>	English
<b>Website</b>	<a href="https://www.umcs.pl/en/courses-in-english,21103.htm">https://www.umcs.pl/en/courses-in-english,21103.htm</a> (dla PJOE)
<b>Prerequisites</b>	Not required
<b>ECTS points hour equivalents</b>	Contact hours (work with an academic teacher): 15 Total number of hours with an academic teacher: 15 Number of ECTS points with an academic teacher: 1,5 Non-contact hours (students' own work): 15 Total number of non-contact hours: 15 Number of ECTS points for non-contact hours: 1,5 Total number of ECTS points for the module: 3
<b>Educational outcomes verification methods</b>	Project and its presentation with discussion
<b>Description</b>	The module covers the knowledge in the area of competitive advantage on the market. The main objective of the course is to provide the knowledge on various of sources of competitive advantage and the analysis the indicators from the macroeconomic and the micro/business aspects of obtaining the competitive advantage. The lecture explains basic terms concerning competition and competitive advantage their types, models and measures.
<b>Reading list</b>	<ol style="list-style-type: none"> <li>1. Michael E. Porter, The Competitive Advantage of Nations, 2nd ed. New York: Free Press, 1998.</li> <li>2. Michael E. Porter, Competitive Advantage: Creating and Sustaining Superior Performance, New York: Free Press, 2004.</li> <li>3. Michael E. Porter, Competitive Strategy: Techniques for Analysing Industries and Competitors, New York: Free Press, 1998.</li> </ol>
<b>Educational outcomes</b>	<p>KNOWLEDGE</p> <ol style="list-style-type: none"> <li>1. About various types, models and sources of competitive advantage.</li> <li>2. About the evolution of the concept of competition.</li> <li>3. About the measures, indicators and durability of enterprises competitive advantage.</li> </ol> <p>SKILLS</p> <ol style="list-style-type: none"> <li>1. Of identifying the sources of enterprises competitive advantage.</li> <li>2. Of making the observation and interpretation on types of and durability of competitive advantage.</li> <li>3. Of analysing the measures and indicators of competitive advantage.</li> <li>4. Of judging the future success of the most competitive activities.</li> </ol> <p>ATTITUDES</p> <ol style="list-style-type: none"> <li>1. The awareness of impact of competitive advantage 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>
<b>Practice</b>	n/a



INFORMATION ABOUT CLASSES IN THE CYCLE

<b>Website</b>	<a href="https://www.umcs.pl/en/courses-in-english,21103.htm">https://www.umcs.pl/en/courses-in-english,21103.htm</a> (dla PJOE)
<b>Educational outcomes verification methods</b>	Project and its presentation with discussion
<b>Comments</b>	
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<b>Educational outcomes</b>	<p><b>KNOWLEDGE</b></p> <ol style="list-style-type: none"> <li>1. About various types, models and sources of competitive advantage.</li> <li>2. About the evolution of the concept of competition.</li> <li>3. About the measures, indicators and durability of enterprises competitive advantage.</li> </ol> <p><b>SKILLS</b></p> <ol style="list-style-type: none"> <li>1. Of identifying the sources of enterprises competitive advantage.</li> <li>2. Of making the observation and interpretation on types of and durability of competitive advantage.</li> <li>3. Of analysing the measures and indicators of competitive advantage.</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 competitive advantage 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>
<b>A list of topics</b>	<ol style="list-style-type: none"> <li>1. The evolution of the concept of competition.</li> <li>2. Competitive advantage of countries.</li> <li>3. Porter Diamond Theory of National Advantage.</li> <li>4. Regions competition advantages.</li> <li>5. Measures of competition advantages.</li> <li>6. Sources of competitive advantage.</li> <li>7. Porter's Five Forces Model.</li> <li>8. Strategies of sustainable competitive advantage.</li> </ol>
<b>Teaching methods</b>	Informative lecture, case study,
<b>Assessment methods</b>	Attendance and final project presentation