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| **Prowadzący** | Dr Anna Budzyńska |
| **Oferta PJO\*** | ~~TAK/~~NIE\*\* |
| **Oferta PJOE\*** | TAK/~~NIE~~\*\* |
| **Kierunek, rok, stopień dla PJO (\*obowiązkowe)** |  |
| **Semestr roku 2024/2025** | zimowy/~~letni~~\*\* |

\* 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)

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| **Module name** | Success in business entities |
| **Erasmus code** | E-ERASMUS |
| **ISCED code** |  |
| **Language of instruction** | English |
| **Website** | [https://www.umcs.pl/en/courses-in-english-2024-2025,21582.htm](https://www.umcs.pl/en/courses-in-english-2024-2025%2C21582.htm) (dla PJOE) |
| **Prerequisites** | Not required |
| **ECTS points hour equivalents** | Contact hours (work with an academic teacher): 15Total number of hours with an academic teacher: 15Number of ECTS points with an academic teacher: 1Non-contact hours (students' own work): 25Total number of non-contact hours: 25Number of ECTS points for non-contact hours: 1Total number of ECTS points for the module: 2 |
| **Educational outcomes verification methods** | Project and its presentation with discussion |
| **Description** | The subject tries to familiarise students with issues related to achieving a competitive advantage on the market, thanks to which entities achieve success in their activities. The main aim of the course is to provide knowledge on various sources of competitive advantage and factors influencing the market success of entities by providing detailed knowledge on management processes in enterprises, other organisations, governmental or self-governmental units and state and international institutions, as well as linking the theoretical aspects of economic decision-making by managers involved in management processes in order to achieve the greatest possible market success. |
| **Reading list** | 1. A. Kohne, (2019). *Business Development*. *Customer-oriented Business Development for successful companies*, Springer Fachmedien Wiesbaden GmbH, part of Springer Nature 2019, https://doi.org/10.1007/978-3-658-24726-3.
2. Jose Silva Jr, Katherine Sandusky, & Ed Bernd Jr. (2019). *Silva Ultramind Systems ESP for Business Success : Use Intuition To: Solve Problems, Create Solutions, Earn More Money*. G&D Media.
3. Michael E. Porter, Competitive Advantage: Creating and Sustaining Superior Performance, New York: Free Press, 2004.
4. Heskett, J. L. (2022). *Win from within : build organizational culture for competitive advantage / James L. Heskett ; foreword by John Kotter.* Columbia University Press. https://doi.org/10.7312/hesk20300
5. Williamson, P. J. (Ed.). (2013). *The competitive advantage of emerging market multinationals / edited by Peter J. Williamson [and three others].* Cambridge University Press.
 |
| **Educational outcomes** | KNOWLEDGE1. About various types, models and sources of success on the market.
2. About the evolution of the concept of competition.
3. About the measures, indicators and durability of enterprises competitive advantage.

SKILLS1. Of identifying the sources of enterprises success.
2. Of making the observation and interpretation on types of and durability of competitive advantage.
3. Of analysing the measures and indicators of competitive advantage.
4. Of judging the future success of the most competitive activities.

ATTITUDES1. The awareness of impact of competitive advantage on successful operating in the international environment.
2. The preparation to work in groups and to take up decisions on their own.
3. Higher consciousness of students’ own competences to build the successful competitive strategy depends on various source.
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| **Practice** | n/a |

INFORMATION ABOUT CLASSES IN THE CYCLE

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| **Website** | [https://www.umcs.pl/en/courses-in-english,21103.htm](https://www.umcs.pl/en/courses-in-english%2C21103.htm) (dla PJOE) |
| **Educational outcomes verification methods** | Project and its presentation with discussion |
| **Comments** |  |
| **Reading list** | 1. A. Kohne, (2019). *Business Development*. *Customer-oriented Business Development for successful companies*, Springer Fachmedien Wiesbaden GmbH, part of Springer Nature 2019, https://doi.org/10.1007/978-3-658-24726-3.
2. Jose Silva Jr, Katherine Sandusky, & Ed Bernd Jr. (2019). *Silva Ultramind Systems ESP for Business Success : Use Intuition To: Solve Problems, Create Solutions, Earn More Money*. G&D Media.
3. Michael E. Porter, Competitive Advantage: Creating and Sustaining Superior Performance, New York: Free Press, 2004.
4. Heskett, J. L. (2022). *Win from within : build organizational culture for competitive advantage / James L. Heskett ; foreword by John Kotter.* Columbia University Press. https://doi.org/10.7312/hesk20300
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| **A list of topics** | 1. Identification of success factors in the environment
2. Main resources as a basis for success of entities
3. Building the image of a successful entity on the market
4. Analysis of the success of the business
5. Ways of improving one's market position
6. Industries of market success
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| **Teaching methods** | Informative lecture, case study |
| **Assessment methods** | Attendance and final project presentation |