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| **Prowadzący** | Anna Budzyńska |
| **Oferta PJO\*** | TAK ~~/ NIE\*\*~~ |
| **Oferta PJOE\*** | ~~TAK /~~ NIE\*\* |
| **Kierunek, rok, stopień dla PJO** | Zarządzanie, I rok, II stopień studiów niestacjonarnych |
| **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** | The level of the competitiveness on the market analysis |
| **Erasmus code** |  |
| **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): 9Total number of hours with an academic teacher: 9Number of ECTS points with an academic teacher: 1Non-contact hours (students' own work): 30Total number of non-contact hours: 30Number of ECTS points for non-contact hours:1Total number of ECTS points for the module: 2 |
| **Educational outcomes verification methods** | Project presentation and discussion |
| **Description** | The module covers the knowledge in the area of the level of the competitiveness on the market. The main objective of the course is to provide the knowledge on the analysis of the levels of the competitiveness. The lecture explains basic terms concerning competition and competitiveness types, models and measures. |
| **Reading list** | 1. M.E. Porter, The Competitive Advantage of Nations, 2nd ed. New York: Free Press, 1998.
2. Delgado M., Ketels C., Porter M.E., Stern S., 2012. The Determinants of National Competitiveness. NBER Working Paper 18249, 1–47.
3. Ajitabh A., Momaya K., 2004. Competitiveness of Firms: Review of Theory, Frameworks and Models. Singapore Management Review 26(1), 45–61.
4. Altomonte C., Ottaviano G.I.P., 2011. The Role of International Production Sharing in EU Productivity and Competitiveness. European Investment Bank Papers 16(1), 62–89.
 |
| **Educational outcomes** | KNOWLEDGE1. About various types, models and levels of competitiveness
2. About the evolution of the concept of competitiveness
3. About the measures, indicators and sources from the different aspects of competitiveness

SKILLS1. Of identifying the level of competitiveness
2. Of making the observation and interpretation on sources and types of competitiveness
3. Of analysing the measures and indicators of competitiveness

ATTITUDES1. The awareness of impact of competitiveness 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** | Report presentation with discussion |
| **Comments** |  |
| **Reading list** | 1. M.E. Porter, The Competitive Advantage of Nations, 2nd ed. New York: Free Press, 1998.
2. Delgado M., Ketels C., Porter M.E., Stern S., 2012. The Determinants of National Competitiveness. NBER Working Paper 18249, 1–47.
3. Ajitabh A., Momaya K., 2004. Competitiveness of Firms: Review of Theory, Frameworks and Models. Singapore Management Review 26(1), 45–61.
4. Altomonte C., Ottaviano G.I.P., 2011. The Role of International Production Sharing in EU Productivity and Competitiveness. European Investment Bank Papers 16(1), 62–89.
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| **Educational outcomes** | KNOWLEDGE1. About various types, models and levels of competitiveness
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3. Higher consciousness of students’ own competences to build the successful competitive strategy depends on various source
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| **A list of topics** | 1. The evolution of the concept of the competitiveness
2. The level of the competitiveness
3. The competitiveness of the regions
4. The competitiveness of the entities
5. Measures of the level of competitiveness
6. Sources of the various levels of the competitiveness
7. Using indicators to analyze level of the competitiveness
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| **Teaching methods** | Informative lecture, case study, |
| **Assessment methods** | Attendance and final project presentation  |