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| **Prowadzący** | Anna Budzyńska |
| **Oferta PJO\*** | TAK ~~/ NIE\*\*~~ |
| **Oferta PJOE\*** | ~~TAK~~ / NIE\*\* |
| **Kierunek, rok, stopień dla PJO** | Analityka gospodarcza, 1 rok, II stopień studiów stacjonarnych |
| **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** | International Competitiveness |
| **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-2021-2022,21582.htm) (dla PJOE) |
| **Prerequisites** | Not required |
| **ECTS points hour equivalents** | 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 Non-contact hours (students' own work): 45 Total number of non-contact hours: 45 Number of ECTS points for non-contact hours: 2  Total number of ECTS points for the module: 3 |
| **Educational outcomes verification methods** | Report (final project) and its presentation with discussion |
| **Description** | 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 macroeconomic and the micro/business aspects of competitiveness.  The lecture explains basic terms concerning competition and competitiveness, their types, models and measures. Particular attention will be paid to sources of competitiveness. |
| **Reading list** | 1. M.E. Porter, Porter, M. E. The Competitive Advantage of Nations. 2nd ed. New York: Free Press, 1998. 2. 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). 3. The Global Competitiveness Reports, World Economic Forum. 4. Brunet F., 2012. Regulatory Quality and Competitiveness in Recent European Union Member States. L’Europe en Formation 364, 59–90. |
| **Educational outcomes** | KNOWLEDGE   1. 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   SKILLS   1. 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 4. Of judging the future success of the most competitive activities   ATTITUDES   1. 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 |
| **Practice** | n/a |

INFORMATION ABOUT CLASSES IN THE CYCLE

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| **Website** | <https://www.umcs.pl/en/courses-in-english,21103.htm>  (dla PJOE) |
| **Educational outcomes verification methods** | Report presentation with discussion |
| **Comments** |  |
| **Reading list** | 1. M.E. Porter, Porter, M. E. The Competitive Advantage of Nations. 2nd ed. New York: Free Press, 1998. 2. 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). 3. The Global Competitiveness Reports, World Economic Forum. 4. Brunet F., 2012. Regulatory Quality and Competitiveness in Recent European Union Member States. L’Europe en Formation 364, 59–90. |
| **Educational outcomes** | KNOWLEDGE   1. 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   SKILLS   1. 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 4. Of judging the future success of the most competitive activities   ATTITUDES   1. 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 |
| **A list of topics** | 1. International competitiveness 2. Regional competitiveness 3. Global competitiveness 4. Measures of competitiveness 5. Sources of international and national competitiveness 6. Indicators of international competitiveness 7. Review of competitiveness |
| **Teaching methods** | Informative lecture, case study, |
| **Assessment methods** | Attendance and final project presentation |