

Prowadzący	Anna Budzyńska
ERASMUS+ (semestr zima) 2025/2026	TAK
Oferta PJOE (semestr lato) 2025/2026	NIE
Kierunek, rok, stopień dla PJOE (*obowiązkowe)	

* PJOE – przedmiot w języku obcym dla studentów polskich oraz dla studentów Erasmus+

** zostawić właściwe

BASIC INFORMATION ABOUT THE SUBJECT (INDEPENDENT OF THE CYCLE)

Module name	International Competitiveness
Language of instruction	English
Prerequisites	Not required
ECTS points hour equivalents (30h = 6 ECTS; 15h = 3 ECTS)	<p>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</p>
Educational outcomes verification methods	Report (final project) and its 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 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"> 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	<p>KNOWLEDGE</p> <ol style="list-style-type: none"> 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 <p>SKILLS</p> <ol style="list-style-type: none"> 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 <p>ATTITUDES</p> <ol style="list-style-type: none"> 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
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INFORMATION ABOUT CLASSES IN THE CYCLE

Educational outcomes verification methods	Report presentation with discussion
Comments	
Reading list	<ol style="list-style-type: none"> 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. Brunet F., 2012. Regulatory Quality and Competitiveness in Recent European Union Member States. L'Europe en Formation 364, 59–90.
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A list of topics	<ol style="list-style-type: none"> 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 <p>Review of competitiveness</p>
Teaching methods	Informative lecture, case study, discussions
Assessment methods	Attendance and final project presentation