

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

* 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	The level of the competitiveness on the market analysis
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	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	<ol style="list-style-type: none"> 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	<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 <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. 1. 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

Educational outcomes verification methods	Report presentation with discussion
Comments	
Reading list	<ol style="list-style-type: none"> 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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A list of topics	<ol style="list-style-type: none"> 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
Teaching methods	Informative lecture, case study, discussions
Assessment methods	Attendance and final project presentation