

Course title		Competitiveness and competition policy						ECTS code		14.3.EE.SL.3121		
								ECTS credits		2		
Name of unit administrating study		OTHER		Field of study		Economics/MSG**		Field of specialisation		IB;		
Teaching staff		Joanna Bednarz, Associate Professor ; Adriana Zabłocka-Abi Yaghi, PhD										
Number of hours												
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności							Year&Type of studies*		3 SS1,			
Hours with the participation of the academic teacher (including office hours, exams, others):					48		Semester:		6,			
Hours without the participation of the academic teacher (student's self-study, homeworks):					2		Type of course:		obligatory			
Total number of hours:					50		Language of instruction:		English			
Teaching form		in-class learning										
Teaching methods		Lectures including multimodal presentations, Case studies, The use of English-language sources and scientific literature (academic English).										
Prerequisites (required courses and introductory requirements)												
Required courses		Basic knowledge on microeconomics and macroeconomics.										
Introductory requirements		Knowledge on market structures.										
Assessment method, forms and criteria												
Assessment method		Exam										
Assessment criteria		Written exam in the form of a single-choice test based on the class presentations and case studies. Grading system in accordance with study regulations. Students' activity during lectures will be rewarded.										
Course objectives												
<p>The aim of the subject is to familiarize students with competitiveness and competition policy issues. The idea of this course is to show that companies can use confrontation as well as cooperation strategies and different models of development. Students will learn about different levels of competitiveness and anti-competitive potential of business practices.</p> <p>The aim is also to deepen the knowledge of academic English vocabulary in competitiveness and competition at advanced language level.</p>												
Learning outcomes												
Knowledge		MSG1_W06	Student knows and understands the relations between economic entities and public institutions functioning in the national and international realms.									
		MSG1_W07	Student knows and understands types of market and business ties and regularities governing them (mostly in the area of competition), including the principles of the market mechanism and functioning of companies, both in the national and international aspect									
		MSG1_W13	Student has a well-structured knowledge of the functioning of business entities in the national and international environment, with particular emphasis on the European Union									
Verification of learning outcomes - Knowledge												
Outcomes		written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
		MSG1_W06	X									
		MSG1_W07	X									
		MSG1_W13	X									

Skills	MSG1_U03	Student can identify and analyse relations between economic entities and public institutions in the national and international environment.
	MSG1_U04	Student uses the acquired theoretical knowledge to analyse and evaluate the competitiveness of economic entities on the international market, with particular emphasis on the European Union market

Verification of learning outcomes - Skills

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_U03								X			
MSG1_U04								X			

Attitudes	MSG1_K04	Student is ready to think and act in an entrepreneurial manner.
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Verification of learning outcomes - Attitudes

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_K04								X			

Course contents

1. Introduction to competition and competitiveness - main definitions and classifications.
2. Competitiveness on the macroeconomics level - two directions of macro competitiveness research: theory of economic growth and exchange theory, competitiveness of factors and competitiveness of results, factors determining the economy competitive potential, measures of the economy competitive potential and competitive position of a country.
3. Rankings of international competitiveness of countries - Global Competitiveness Report, World Competitiveness Yearbook, Index of Economic Freedom IEF, Doing Business.
4. Competitiveness of sectors - M.E. Porter's diamond model, competitive advantage and main competitive strategies.
5. Competitiveness of enterprises (theoretical issues) - competitive advantage of enterprises (types and sources), potential and resources of the enterprises' competitiveness, structure of competitiveness potential of the enterprise and ways of its assessment.
6. Introduction to competition policy, history and objectives - introduction to the main principles of Competition Policy and the main lines of enforcement.
7. Market power and market definition - understanding of the concept of the relevant market. Relevant geographic market and relevant product market. Methods for defining the relevant market.
8. Anticompetitive agreements - horizontal and vertical - anticompetitive agreements prohibited by legal framework. Horizontal anticompetitive agreements - cartels, other types of collusion, cases studies on cartels. Vertical restraints, understanding of the economic concepts behind vertical restraints. Case studies on vertical restraints.
9. Abuse of dominant position - differences between anti-competitive agreements and abuse of dominant position. Legal framework. Exclusionary abuses vs. exploitative abuses. Recent cases investigated by competition authorities.
10. Mergers control - merger control in the EU and globally. Reasons for mergers and efficiencies. Notion of merger. EU Commission framework. Unilateral effects of mergers, coordinated effects of mergers, merger notification. Recent cases studies for mergers.
11. State aid control - notion of state aid under EU Law, state aid control under EU Law, EU regulatory framework for various types of aid, regional, sectoral and horizontal aid. Recent cases on state aid.
12. Current development in the EU competition policy and recent case studies.

Recommended reading lists
Obligatory literature:

1. M.E. Porter, Competitive Advantage: Creating and Sustaining Superior Performance, The Free Press, New York 2008.
2. Rankings of competitiveness: The Global Competitiveness Report, World Competitiveness Yearbook, Index of Economic Freedom IEF, Doing Business.
3. M. Cini, L. McGowan, Competition Policy in the European Union, Palgrave Macmillan, 2nd edition, 2009.
4. S. Bishop, M. Walker, The Economics of EC Competition Law: Concepts, Application and Measurement, Sweet&Maxwell, 2010.

Additional literature:

1. M.E. Porter, *On Competitive*. Updated and Expanded Edition, A Harvard Business Review Book, Boston MA 2008.
2. J. Bednarz, *Konkurencyjność polskich przedsiębiorstw na rynkach europejskich na przykładzie wybranych branż*, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2013.
3. J. Bednarz, M. Markiewicz, *From confrontation to cooperation - institutional support in building cooperation of Polish enterprises*, “Oeconomia Copernicana", 2015 volume 6 issue 3, pp. 89-116.
4. E. Oziewicz, J. Bednarz, *Challenges and Opportunities of the Maritime Silk Road Initiative for the EU Countries*, [w:] *Zeszyty Naukowe Akademii Morskiej w Szczecinie*, 2019, vol. 59, nr 131, pp. 110-119.
5. *Handbook of Antitrust Economics*, ed. Paolo Buccirossi, MIT Press 2008.
6. M. Motta, *Competition Policy: Theory and Practice*, Cambridge University Press, 2004.
7. A. Zabłocka-Abi Yaghi, *Wyzwania polityki kontroli koncentracji przedsiębiorstw w Unii Europejskiej*, [w:] *Wyzwania dla ochrony konkurencji i regulacji rynku - księga jubileuszowa dedykowana Profesorowi Tadeuszowi Skocznemu* [red. nauk. Maciej Bernatt, Agata Jurkowska-Gomułka, Monika Namysłowska, Anna Piszcz], Warszawa: Wydawnictwo C.H.Beck cop. 2017, s. 239-247.
8. A. Zabłocka-Abi Yaghi, *Specyfika ekonomicznej oceny regionalnej pomocy państwa w Unii Europejskiej*, *Zeszyty Naukowe Uniwersytetu Gdańskiego. Studia i Materiały Instytutu Transportu i Handlu Morskiego* - 2018, nr 15, s. 1-14.

Contact

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* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations