

Course title	International competitiveness						ECTS code	14.3.EE.FL.3329				
							ECTS credits	1				
							max. students	20				
Name of unit administrating study	IHZ	Field of study	Economics			Field of specialisation	NONE;					
Teaching staff	Joanna Bednarz, Associate Professor											
Number of hours												
Lectures	12	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności						Year&Type of studies*	1 SDang, 2 SDang, 3 SDang,					
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	2, 4, 6,					
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	optional					
Total number of hours:						0	Language of instruction:	English				
Teaching form	blended learning											
Teaching methods	E-learning, Lectures including multimodal presentations, Individual projects, Collaborating, group activities,											
Prerequisites (required courses and introductory requirements)												
Required courses	Macroeconomics, microeconomics											
Introductory requirements												
Assessment method, forms and criteria												
Assessment method	Exam											
Assessment criteria	The presentation of the competitiveness of the chosen country, industry or enterprise is assessed. It is possible to prepare this task in a group of no more than 3 people. The concept should be presented during the final online meeting using multimedia technology.											
Course objectives												
The aim of the course is to familiarize students with the basic knowledge of the competitiveness of enterprises, industries and economies in international terms. Discussing individual issues will create the basis for reflection on the usefulness of research tools and data obtained as a result of their use (competitiveness rankings, models of competitiveness of industries and enterprises).												
Learning outcomes												
Knowledge	E3_W01	A student obtains general knowledge concerning competitiveness in macro-, mezo- and microeconomic approaches (countries, sectors and enterprises).										
	E3_W02	A student knows the basic terminology in this area.										
	E3_W04	A student has fundamental knowledge about competitiveness - determinants, sources and the role of the environment.										
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	
E3_W01									X	X	X	
E3_W02									X	X	X	
E3_W04									X	X	X	
Skills	E3_U01	A student can identify and explain relationships that occur between companies. He is also able to describe the external environment of the company, as well as distinguish different										

		strategies of competitiveness and groups of resources.
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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
E3_U01									X	X	X

Attitudes	E3_K03	Student communicates with the surrounding properly, determines priorities leading to accomplishment of own or others tasks.
	E3_K06	Thanks to the knowledge about competitiveness a student develops skills of thinking and acting in resourceful way.

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
E3_K03									X	X	X
E3_K06									X	X	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 - delimitation, M.E. Porter's diamond model, M.E. Porter's cluster theory.
5. Competitiveness of enterprises - competitive advantage of enterprises (types and sources), potential and resources of the competitiveness of enterprises, classification of resource, concept of the value chain, an enterprise competitive advantage, model of 5 forces of M.E. Porter.

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.

Additional literature:

1. M.E. Porter, On Competitive. Updated and Expanded Edition, A Harvard Business Review Book, Boston MA 2008.
2. 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.
3. 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.

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

** MSG - International Economic Relations