

## ITEM CARD (SYLLABUS)

### Description of the course

Code course	Course name	<i>COMPETITIVENESS OF COUNTRIES AND ENTERPRISES</i>		
<i>IBF/O/I/NS/B1.15</i>		<i>KONKURENCYJNOŚĆ KRAJÓW I PRZEDSIĘBIORSTW</i>		
Language	English			
Academic Year	2024/2025			
Direction of study	<i>International Business and Finance</i>			
Level of education (study)	<i>Level 1</i>			
Profile of education (study)	<i>General academic</i>			
Form of study	<i>Extramural</i>			
Semester / semesters	4			
Belonging to a course groups	<i>B1-Compulsory courses specific to the field of study</i>			
Course status	<i>Compulsory</i>			
Form of classes, hours, ECTS points	Form of classes	Number of hours	4 ECTS	
	Lecture	10 [h]		
	Exercises	15 [h]		
	Seminar	[h]		
Relationship of subject	with profile of education (study)	<i>Related to conducted scientific activity in the field of economics and finance</i>		1 ECTS
	with qualifications	-----		ECTS
	with discipline	Economics and finance		4 ECTS
Form of teaching	<i>traditional - classes organized at the University</i>			
The criterion for the selection of students	All students of International Business and Finance			
Unit running course	Department of Finance, Insurance and Accounting			
Coordinator	Dr inż. Konrad Rojek			
Faculty www address	<a href="http://weif.uniwersytetradom.pl">http://weif.uniwersytetradom.pl</a>			
E-mail, phone number of coordinator	<a href="mailto:k.rojek@uthrad.pl">k.rojek@uthrad.pl</a> ; (48) 361-74			

### COURSE OUTCOMES, METHODS OF TEACHING AND VERIFICATION OF THE EFFECTS OF EDUCATION

Purpose of the course:	The aim of the course is to teach students the issues of competitiveness at the macro (countries) and micro (companies) level both in theoretical and practical terms (examples, evaluations, analyses of specific cases of countries and
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	companies).
Course teaching content:	<p>The course content is related to conducted scientific research.</p> <p><b>Lecture content:</b></p> <ol style="list-style-type: none"> <li><b>1. Concepts of competition in economics (1 h, W1, W2)</b></li> <li><b>2. Theoretical aspects of competitiveness (1 h, W1, W2, BN)</b></li> <li><b>3. Competitiveness of enterprises (1 h, W1, W2)</b></li> <li><b>4. Factors determining the competitiveness of enterprises (2 h, W1, W2)</b></li> <li><b>5. Competitiveness of countries (1 h, W1, W2, BN)</b></li> <li><b>6. Determinants of competitiveness of countries (2 h, W1, W2, BN)</b></li> <li><b>7. Methods of analysis and measures of competitiveness of countries (2 h, W1, W2, BN)</b></li> </ol> <p><b>Exercises content:</b></p> <ol style="list-style-type: none"> <li><b>1. Analyzing and evaluating the competitiveness of an enterprise - a case study (7h, U1, U2, K1)</b> <ol style="list-style-type: none"> <li>1.1. Macroeconomic determinants of enterprise competitiveness</li> <li>1.2. Meso-economic determinants of enterprise competitiveness</li> <li>1.3. Microeconomic determinants of enterprise competitiveness</li> </ol> </li> <li><b>2. Analysis and evaluation of the competitiveness of countries – a case study (8 h, U1, U2, K1, BN)</b> <ol style="list-style-type: none"> <li>2.1. Competitive ability</li> <li>2.2. Competitive position</li> </ol> </li> </ol>
Method of teaching:	<i>instructional methods (lecture including multimedia techniques with elements of discussion);</i> <i>practical methods (demonstration, analytical exercises)</i>
Grading criteria, criteria for assessing learning outcomes, method of calculating the final grade:	<p><i>The condition for passing the course is achieving all the required learning outcomes specified for the course.</i></p> <p>Lecture - evaluation based on a written written test.  Exercises- the grade is determined by the following: 45% from the evaluation of the enterprise competitiveness characteristics project, 45% from the evaluation of the country's competitiveness characteristics project, 10% activity during course</p>

Education effects for the course in relation to the direction effects and form of classes				Verification methods of learning outcomes (form check)	
Number of education effect	Description effects of education for the subject (PEU) Student who has completed the course (W) knows and understands/(U) is able to /(K) is ready to:	Directional learning effect (KEU)	Form of realization of teaching	Examination form	Form check
W1	Zna i rozumie w zaawansowanym stopniu teorie oraz ogólną metodologię badań w zakresie konkurencyjności krajów i przedsiębiorstw.	K_W01	Lecture	Pass with a grade	Written test
W2	Zna i rozumie w zaawansowanym stopniu techniki i narzędzia pozyskiwania, przetwarzania i analizy danych właściwych dla opisywania	K_W05	Lecture	Pass with a grade	Written test

	konkurencyjności krajów i przedsiębiorstw.				
U1	Potrafi wykorzystać wiedzę do określenia i analizy poziomu konkurencyjności krajów i przedsiębiorstw.	K_U01	Exercises	Pass with a grade	Evaluation of performed project
U2	Potrafi w sposób prawidłowy zebrać i wyselekcjonować pod kątem przydatności i porównywalności dane niezbędne do oceny i analizy zjawiska konkurencyjności krajów i przedsiębiorstw.	K_U05	Exercises	Pass with a grade	Evaluation of performed project
K1	Jest gotów do krytycznej oceny posiadanej wiedzy oraz uznawania znaczenia wiedzy w rozwiązywaniu problemów poznawczych i praktycznych.	K_K01	Exercises	Pass with a grade	Discussion/ activity during course

Recommended reading, literature supplement, teaching aids

1. Dong-Sung Cho, *From Adam Smith to Michael Porter. Evolution of Competitiveness Theory*, World Scientific Publishing Co Pte Ltd, 2013.
2. Hunt, S. D., *A General Theory of Competition. Resources, Competences, Productivity, Economic Growth*, Sage Publications, London 2000.
3. Krugman P. R., *Competitiveness - a Dangerous Obsession*, "Foreign Affairs" 1994, Vol. 73, No. 2.
4. Porter M. E., *The competitive advantage of nations*, Free Press, New York 1998.
5. Rojek K., *Factors affecting the international competitiveness of Polish economy system in 2004-2019*, "Competitiveness Review" 2021, 2(33), pp. 483-502.
6. Institute for Management Development, *IMD World Competitiveness Yearbook 2019*, Lausanne 2019 (including editions from other years).
7. The Heritage Foundation, *2019 Index of Economic Freedom*, Washington 2019 (including editions from other years).
8. World Economic Forum, *The Global Competitiveness Report 2019*, Geneva 2019 (including editions from other years).

*A detailed list of additional literature, web sources and teaching aids will be provided by a teacher during the first class*

Student workload needed to achieve the assumed learning outcomes - balance of ECTS points			
Participation in classes, activities	Student's working hours [h]		
	Other hours. Contact (IGK)	Classes without a teacher – student's own work (ZBN)	Classes
Participation in Lectures/ Seminars	X	X	10 [h]
Participation in Exercises/Laboratories	X	X	15 [h]
Participation in the Consultation	5 [h]	X	X
Preparing to lectures/ exercises/seminars Preparation for an examination	X	70 [h]	X
Summary of student's workload	5 [h] / 0,2 ECTS	70 [h] / 2,8 ECTS	25 [h] / 1 ECTS
Points of ECTS for subject	100 [h] / 4 ECTS		

Additional information and remarks

For students with special needs, including those with disabilities and chronic illnesses, the methods and forms of verifying learning outcomes specified above (in the course syllabus) are appropriately adjusted to meet the individual needs of these students.

"The detailed rules and rights of students with special needs, including those with disabilities and chronic illnesses, regarding participation, assessment, and examinations, are specified in the Study Regulations, Study Rules, and Procedures for Ensuring Accessibility of the Educational Process for Students with Special Needs, including those with

disabilities and chronic illnesses."