

Subject card

Subject name and code	Benchmarking in Analysis of Competitiveness, PG_00119212						
Field of study	Economics						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2024/2025		
Education level	Bachelor's studies		Subject group				
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	4		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Joanna Kuczevska				
	Teachers		dr hab. Joanna Kuczevska				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	15		0.0		0.0	15
Subject objectives	Familiarizing the student with benchmarking methodology; Preparing the student to independently apply the benchmarking method to improve the competitiveness of a enterprise.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_K03] participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements	The student is able to collaborate and work in a team developing original benchmarking methodology projects	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[EKONL3_W04] knows the types of economic and social ties and the regularities governing them	The student is familiar with the basic concepts of relationships and cooperation among the main actors in economic life (science-government-business)	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[EKONL3_K04] is willing to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, is resilient in the face of failure, is able to identify risks and assess the risks of failure	The student is capable of thinking and acting entrepreneurially, effectively communicating with their environment; they adapt to new situations and conditions, take on new challenges requiring creative thinking, and develop resilience to failures.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[EKONL3_U07] is able to participate in analyses and evaluations of alternative solutions to economic and social problems and to choose the methods and instruments to resolve them rationally	The student is able to match metrics to different benchmarking methodologies.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[EKONL3_W11] knows the general principles for the creation and development of forms of individual entrepreneurship, using knowledge of economics, finance and management sciences	The student understands the general principles of creating, developing, and managing a business using benchmarking.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[EKONL3_U15] is able to independently complement and improve the acquired knowledge and economic skills, is open to new ideas and techniques, tends to learn by any method and is willing to interact with other participants in the learning process	The student is able to independently supplement and improve acquired knowledge, is open to new ideas and techniques, and can apply these skills in creating tailored benchmarking methodologies.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[EKONL3_U10] has the ability to prepare oral presentations, in Polish and in a foreign language, on economic and social issues, using specialist terminology, theoretical approaches, principles of collecting various sources of data, their description and interpretation, and making inferences from scientific literature, and is able to take an active part in a debate	The student has the ability to present an original benchmarking methodology and prepare an oral presentation	[SU2] presentation/project/paper/report
	[EKONL3_U02] is able to use the knowledge of theory and data to analyse concrete economic and social processes and phenomena and to analyse these phenomena using methods developed in economics, finance and management sciences	The student is able to collaborate and work within a team responsible for developing benchmarking methodology, taking on various roles within the group.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[EKONL3_U13] be able to interact and work in a group (including an international one), assuming various roles within it	The student is able to collaborate and work within a team responsible for developing benchmarking methodology, taking on various roles within the group	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[EKONL3_W07] has knowledge of the basic economic and financial principles of the functioning and management of economic entities and organisations as well as the legal, organisational, moral and ethical norms and rules governing the functioning of public institutions	The student has knowledge of the benchmarking methodology and understands the basic principles of its application in accordance with legal, organizational, and ethical rules.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report

	Course outcome	Subject outcome	Method of verification
	[EKONL3_U03] is able to analyse the causes and course of specific economic and social processes and phenomena, and accurately analyse these phenomena using adequate methods and tools economic and social	The student is able to apply the benchmarking methodology at various levels: macroeconomic, mesoeconomic, and microeconomic.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[EKONL3_K05] correctly identifies, diagnoses and resolves professional dilemmas and different options for solutions	The student is able to accurately identify areas for implementing best practices, taking into account the perspective of achieving the organization's strategic goals	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
Subject contents	Topic 1: Methodology of the Benchmarking Process Definition of benchmarking, benchmarking vs. competitive position analysis, types of benchmarking, benchmarking models, phases of implementing the benchmarking process. Topic 2: Benefits and Pitfalls of Implementing the Benchmarking Process Identification of the benefits of using best practices to achieve business excellence, identification and elimination of benchmarking pitfalls. Topic 3: European Benchmarking Procedure Methodology of the European benchmarking procedure - benchmarking of companies, sectors, frameworks, and public institutions, the role of benchmarking in European quality policy and supporting competitiveness. Topic 4: Benchmarking of Companies Community programs and actions; initiatives of member countries - the Promoting Business Excellence (PROBE) program and The Benchmark Index. Topic 5: Benchmarking of Sectors, Framework Conditions, and Public Institutions Community programs and initiatives for benchmarking framework conditions, sectors, and public sector institutions; evaluation of the effectiveness of implementing these programs. Topic 6 & 7: Practical Preparation for Best Practice Implementation Project 6. Searching for and Measuring Critical Areas of Strategic Management Choosing critical areas of strategic management - defining benchmarks, benchmark measurement indicators, searching for benchmarking partners, principles of cooperation with benchmarking partners - code of ethics for cooperation (code of conduct). 7. Assessing the Possibility of Using the European Benchmarking Procedure to Improve the Competitiveness of Polish Companies		
Prerequisites and co-requisites	Knowledge of economic theory, with particular emphasis on the theory of the firm; understanding of market structures; ability to work in groups; active engagement in teamwork		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Preparation of the project in the form of a presentation.	51.0%	100.0%
Recommended reading	Basic literature Kuczevska J., Benchmarking jako metoda diagnozy konkurencyjności przedsiębiorstw w klastrach, Wydawnictwo UG, Gdańsk, 2020. Bogan Ch., English M., Benchmarking jako klucz do najlepszych praktyk, 2006 Kuczevska J., Europejska procedura benchmarkingu. Programy i działania, Warszawa PARP 2007 A European Quality Promotion Policy for Improving European Competitiveness, European Commission, Quality series no 1, Brussels 1996; Benchmarking Facts. A European Perspective. European Commission DG III Industry		

	Supplementary literature	Benchmarking. Introduction and main principles applied to company benchmarking, European Commission, Quality series no 7, Brussels 1998; Dolińska M. (1999), Benchmarking metodą doskonalenia firmy, <i>Ekonomika i Organizacja Przedsiębiorstwa</i>, nr 9 Durlik I. (1998), Benchmarking, czyli metoda porównań z najlepszymi, <i>Ekonomika i Organizacja Przedsiębiorstwa</i>, nr 9
	eResources addresses	
Example issues/ example questions/ tasks being completed	Preparation of the project in the form of a presentation on the following topics: 1. Enterprise benchmarking 2. Sectoral benchmarking Evaluation criteria for projects: project objective, choice of methodology with justification, empirical analysis, conclusions	
Work placement	Not applicable	

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