

Subject card

Subject name and code	Building a Competitive Advantage of the Company, PG_00199210						
Field of study	International Economic Relations						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2028/2029		
Education level	Bachelor's studies	Subject group			Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	3	Language of instruction			Polish		
Semester of study	5	ECTS credits			2.0		
Learning profile	academic	Assessment form			exam		
Conducting unit	Division of International Trade -> Department of International Business -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Joanna Bednarz				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	15.0	0.0	45
	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	45		0.0		5.0	50
Subject objectives	The aim of the course is to familiarize students with basic knowledge about building a competitive advantage of an enterprise. Students will become familiar with the so-called the competitiveness system (potential, strategies and instruments of competitiveness) and methods of assessing the external environment and the enterprise itself.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSG3_W13] has a knowledge of the functioning of business entities in the national and international environment, with particular emphasis on the European Union	The student has knowledge about the functioning of business entities in the national and international environment.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[MSG3_W06] has knowledge and understanding of relations between economic entities and public institutions functioning in the national, international and intercultural realms	The student knows and understands the relationships between economic entities and between enterprises and other institutions operating on the domestic and international market.	[SW4] test/exam - oral or written
	[MSG3_U04] uses the acquired theoretical knowledge in economics to analyse and evaluate the operation of economic entities on the international market, with particular emphasis on the European Union market	The student uses his theoretical knowledge to analyze and assess the competitiveness of economic entities on domestic and international markets. Doubts in this area will also be discussed during consultation hours.	[SU1] oral statement/conversation/ discussion
	[MSG3_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking; is resilient to failures; can identify threats and assess the risk of their occurrence	The student is ready to think in an entrepreneurial way, with a view to building a competitive advantage of the company.	[SK1] oral statement/conversation/ discussion
Subject contents	<ol style="list-style-type: none"> 1. The essence of competitiveness, its classification, elements of the competitiveness system 2. Discussion of the main theories of competitiveness 3. Competitiveness from a macroeconomic perspective - a definitional approach, directions in research on macrocompetitiveness, factor and outcome competitiveness, M.E. Porter's determinants of economic competitiveness 4. International competitiveness rankings, country competitiveness 5. Regional competitiveness; competitiveness of the Baltic Sea Region 6. Industry-specific competitiveness - entities, delimitation, industry classifications, determinants of industry competitiveness, M.E. Porter's Diamond model 7. Competitiveness potential of enterprises - the role of stakeholders, classification of tangible and intangible resources of an enterprise, the enterprise value chain concept 8. Competitive advantage of enterprises - types of advantage according to M.E. Porter, M.E. Porter's 5 Forces model Porter 9. Instruments of Enterprise Competition 10. The Role of National Branding in Building Enterprises' Competitive Advantage 11. The Specifics of Building Competitive Advantage in the SME Sector 		
Prerequisites and co-requisites	No requirement.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	quizzes, discussion	0.0%	20.0%
	test	51.0%	80.0%
Recommended reading	Basic literature	<ol style="list-style-type: none"> 1. M.E. Porter, Competitive Advantage. Creating and Sustaining Superior Performance, The Free Press, New York 1985. 2. M.E. Porter, The Competitive Advantage of Nations, The Free Press A Division of Macmillan Press Inc., New York 1990. 	

	Supplementary literature	<ol style="list-style-type: none"> 1. J. Bednarz, Konkurencyjność międzynarodowa (rozdział 5), [w:] Globalizacja i regionalizacja w gospodarce światowej, red. R. Orłowska i K. Żołądkiewicz, PWE, Warszawa 2012, s. 96-107. 2. J. Bednarz, Klasyczne a nowe teorie przewagi konkurencyjnej przedsiębiorstw, [w:] Problemy współczesnej gospodarki światowej, red. H. Treder, Prace i Materiały Instytutu Handlu Zagranicznego UG nr 30, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2011, s. 112-122. 3. J. Bednarz, Motywy ekspansji zagranicznej przedsiębiorstw w dobie globalnego kryzysu finansowego i gospodarczego, czasopismo elektroniczne "Współczesna Gospodarka" nr 1/2010, http://www.wspolczesnagospodarka.pl 4. J. Bednarz, Metodologia badań konkurencyjności gospodarek narodowych - rankingi konkurencyjności, [w:] Wyzwania gospodarki globalnej, red. H. Treder, K. Żołądkiewicz, Prace i Materiały Instytutu Handlu Zagranicznego UG nr 28/1, Fundacja Rozwoju Uniwersytetu Gdańskiego, Sopot 2010, s. 804-813. 5. J. Bednarz, Zasoby jako podstawa potencjału konkurencyjności przedsiębiorstwa, [w:] Problemy współczesnej gospodarki światowej, red. H. Treder, Prace i Materiały Instytutu Handlu Zagranicznego UG nr 29, Fundacja Rozwoju Uniwersytetu Gdańskiego, Sopot 2010, s. 119-129. 6. J. Bednarz, E. Gostomski, Działalność małych i średnich przedsiębiorstw na rynkach zagranicznych, Wydawnictwo UG, Gdańsk 2009, rozdz. 4. 7. J. Bednarz, Zewnętrzne uwarunkowania konkurencyjności przedsiębiorstw działających na rynku globalnym, [w:] Regionalizacja globalizacji, red. J. Rymarczyk, B. Drelich-Skulska, W. Michalczyk, Akademia Ekonomiczna im. O. Langego we Wrocławiu, Wrocław 2008, s. 54-62. 8. J. Bednarz, Wewnętrzne źródła przewagi konkurencyjnej przedsiębiorstw, [w:] Problemy współczesnej gospodarki światowej, red. H. Treder, Prace i Materiały Instytutu Handlu Zagranicznego UG nr 26, Fundacja Rozwoju Uniwersytetu Gdańskiego, Sopot 2008, s. 181-190.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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