

Subject card

Subject name and code	Benchmarking in Enterprise, PG_00199886						
Field of study	Economics						
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	part-time studies	Mode of delivery			at the university		
Year of study	3	Language of instruction			Polish		
Semester of study	6	ECTS credits			2.0		
Learning profile	academic	Assessment form			credit		
Conducting unit	Department of International Economics and Economic Development -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Joanna Kuczevska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	8.0	0.0	0.0	0.0	8
	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	8		2.0		40.0	50
Subject objectives	To provide the student with an introduction to the benchmarking methodology; To prepare the student to self-use the benchmarking method to improve the competitiveness of the enterprise.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_W07] has an advanced knowledge of the 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 knows the benchmarking methodology and knows the basic principles of its use under the rules of law, organizational and moral rules	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[EKONL3_W04] knows the types of economic and social ties and the regularities governing them	The student knows the basic concepts of relations and cooperation of the main actors of economic life economic life (science-authority-business)	[SW1] oral statement/ conversation/discussion [SW2] 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 can present the original benchmarking methodology and prepare an oral presentation	[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 can correctly identify and analyze professional problems and apply the benchmarking method to locate and select the best solutions.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report
	[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 can apply the methodology of benchmarking at different levels: macroeconomic, mezo-economic, and microeconomic	[SU1] oral statement/conversation/ discussion [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 can propose a benchmarking methodology dedicated to specific economic and social processes and phenomena	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
	[EKONL3_U15] is able to independently supplement and improve his acquired knowledge and skills in the field of economics, is open to new concepts and solutions, and demonstrates a willingness to engage in lifelong learning and to cooperate and exchange knowledge with other participants in the learning process.	The student can independently complete and improve the acquired knowledge, is open to new ideas and techniques, can use such skills in the creation of dedicated benchmarking methodologies	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
	[EKONL3_U08] has the ability to observe, understand and analyse economic and social phenomena and processes using appropriate scientific methods	The student can assess strategic areas for improvement and correctly use the benchmarking method	[SU1] oral statement/conversation/ discussion [SU2] 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	Students can match metrics to different benchmarking methodologies	[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 can interact and work in a group responsible for preparing the benchmarking methodology, assuming different roles in it	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report

	Course outcome	Subject outcome	Method of verification
	[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 can think and act in an entrepreneurial manner and skillfully communicate with the environment; adapts to new situations and conditions, takes on new challenges of creative thinking, and acquires resilience to failure.	[SK1] oral statement/conversation/discussion [SK2] 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 knows the general principles of creating, developing, and managing an enterprise using benchmarking method	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[EKONL3_W08] has an advanced knowledge of the processes of changing elements, enterprises and whole structures of economic organisations, as well as the processes of changing social institutions, knows what their causes, course, scale, consequences are and what the influence of external stakeholders is on them	The student knows the use of benchmarking to improve the performance of processes of various economic organizations at all levels: macroeconomic, mesoeconomic and microeconomic.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[EKONL3_K03] participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements	Students can interact and work in a group preparing original projects using benchmarking methodologies	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
Subject contents	<p>1 Methodology of the benchmarking process Definition of benchmarking, benchmarking vs. competitive position analysis, types of benchmarking, benchmarking models, phases of benchmarking process implementation 2 Benefits and traps of implementing the benchmarking process Identification of benefits of using best practice in pursuit of business excellence, identification and elimination of benchmarking traps 3 Benchmarking of enterprises Programs and activities; initiatives of member countries - Promoting Business Excellence (PROBE) program and The Benchmark Index 4. Practical preparation of a best practice implementation project Preparation of a benchmarking concept for a selected group of enterprises; search for and measurement of critical areas of strategic management - definition of benchmarks, benchmark measurement indicators.</p> <p>Doubts regarding the issues discussed within the subject, in particular those related to the interpretation of definitions, may be clarified during consultations.</p>		
Prerequisites and co-requisites	Microeconomics, macroeconomics		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	group project	51.0%	100.0%
Recommended reading	Basic literature	<ul style="list-style-type: none"> Bogan Ch., English M., Benchmarking as a key to best practices, 2006 Kuczevska J., European benchmarking procedure. Programs and activities, Warsaw PARP 2007 Kuczevska J., Benchmarking as a method of competitiveness diagnosis in clusters, UG Publishing House, Gdańsk 2020 	

	Supplementary literature	<ul style="list-style-type: none"> • 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; • Benchmarking. Introduction and main principles applied to company benchmarking, European Commission, Quality series, No. 7, Brussels 1998; • Dolińska M. (1999), Benchmarking method of improving a company, Economics and Organization of the Enterprise, no. 9 • Durlik I. (1998), Benchmarking, a method of comparison with the best, <i>Ekonomika i Organizacja Przedsiębiorstwa</i>, no. 9
	eResources addresses	
Example issues/ example questions/ tasks being completed	Developing a methodology for enterprise benchmarking with two variants: self-assessment of internal resources and assessment of the competitive environment.	
Work placement	Not applicable	

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