

Subject card

Subject name and code	Competitive Business Strategies, PG_00136656						
Field of study	Management						
Date of commencement of studies	October 2023	Academic year of realisation of subject			2024/2025		
Education level	undergraduate studies	Subject group			Obligatory subject group in the field of study		
Mode of study	part-time studies	Mode of delivery			at the university		
Year of study	2	Language of instruction			Polish		
Semester of study	4	ECTS credits			4.0		
Learning profile	academic	Assessment form					
Conducting unit	Katedra Marketingu -> Faculty of Management						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Wioleta Dryl				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	8.0	8.0	0.0	0.0	0.0	16
	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	16		0.0		0.0	16
Subject objectives	The objective of the course is to provide students with fundamental knowledge regarding the essence of the concept of competition and the process of formulating competition strategies. Another aim of the course is to familiarize students with methods of analyzing the operating conditions of a company in the market, enabling the formulation of the most appropriate competition strategy for the firm.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZL3_U07] The student is able to search for information necessary in making rational decisions of an operational and strategic nature in enterprises.	The student is able to search for and analyze essential information that supports the process of making rational strategic and operational decisions in enterprises, particularly in the context of formulating and implementing competition strategies.	[SU2] presentation/project/paper/report
	[ZARZL3_U08] The student correctly uses the terminology of the social sciences, especially the discipline of management and quality sciences, clearly and communicatively expresses his opinions.	The student correctly uses terminology from the field of management sciences, particularly in the area of competition strategies, and clearly and effectively expresses their point of view regarding the analysis and formulation of competitive strategies.	[SU1] oral statement/conversation/discussion
	[ZARZL3_W04] The student has advanced knowledge of the environment of the enterprise, its factors and changes occurring in this area, as well as the relationship, significance and impact of the environment and stakeholders on the functioning of the enterprise. Knows advanced methods of diagnosing macro- and micro-environment.	The student possesses advanced knowledge of a company's competitive environment, its key factors, and the changes occurring in this area is familiar with advanced methods for diagnosing the macro- and micro-environment, which support the process of formulating and implementing competitive strategies.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[ZARZL3_W03] The student has advanced knowledge of the organizational and legal forms of establishment and functioning of enterprises and the development of various forms of individual entrepreneurship in Poland, knows and understands the concepts, principles, norms and legal regulations governing the functioning of business entities.	The student knows and understands legal concepts, principles, norms, and regulations that influence the formulation and implementation of competitive strategies in business entities.	[SW2] presentation/project/paper/report
	[ZARZL3_K03] The student knows the need to identify important problems, including economic and social issues, and plan ways to solve them.	The student is aware of the need to identify key issues related to the competitiveness of enterprises in the market, including economic and social challenges, and is able to plan appropriate competitive strategies aimed at addressing them.	[SK2] presentation/project/paper/report
	[ZARZL3_K02] The student is aware of the need to supplement and expand the acquired knowledge and skills and strives to combine knowledge from different fields and disciplines of science interdisciplinarily.	The student is aware of the need to supplement and expand the acquired knowledge in the field of competition strategies and is able to interdisciplinarily combine knowledge from various fields, such as management, economics, law, and sociology, to effectively formulate and implement competitive strategies.	[SK1] oral statement/conversation/discussion

Subject contents	<p>A. Lecture Topics</p> <ol style="list-style-type: none"> The Essence of the Concept of Competition Strategy Definitions of the concept and types of competition, the essence of competitiveness, fundamental determinants of a company's competitiveness. The Company's Environment and Its Role in Creating Competitive Advantage Elements of the market environment of a company, basic types of environmental analysis, competitive environment analysis. Structural Analysis of the Sector M. Porter's Five Forces analysis. Determinants of competition intensity in the sector. The concept of strategic groups. Identifying and Analyzing Competitors Competition Strategies The concept and sources of a company's competitive advantage. The concept of competition strategy, the process of selecting and formulating competition strategies, types of competition strategies. <p>B. Seminar / Workshop / Lab Topics</p> <ol style="list-style-type: none"> Company Environment Analysis Based on a Specific Organization Porter's Five Forces Analysis Based on a Selected Company Creating Strategic Group Maps Competition Strategies from the Perspective of a Company's Market Position (leader, challenger, follower, niche player). 											
Prerequisites and co-requisites	znajomość podstawowych pojęć z zakresu marketingu i zarządzania marketingowego											
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="456 1249 794 1279">Subject passing criteria</th> <th data-bbox="799 1249 1137 1279">Passing threshold</th> <th data-bbox="1142 1249 1469 1279">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="456 1285 794 1314">Final test</td> <td data-bbox="799 1285 1137 1314">60.0%</td> <td data-bbox="1142 1285 1469 1314">50.0%</td> </tr> <tr> <td data-bbox="456 1321 794 1395">Preparation and Presentation of Tasks Completed During the Exercises</td> <td data-bbox="799 1321 1137 1395">60.0%</td> <td data-bbox="1142 1321 1469 1395">50.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Final test	60.0%	50.0%	Preparation and Presentation of Tasks Completed During the Exercises	60.0%	50.0%
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Recommended reading	Basic literature	<ol style="list-style-type: none"> 1. M. Porter, Strategia konkurencji. MT Biznes, 2010. 2. . Z. Pierscionek: Strategie konkurencji i rozwoju przedsiębiorstw. PWN W-wa 2003 3. G. Gierszewska, M. Romanowska, Analiza strategiczna przedsiębiorstwa. PWE 2003. 										
	Supplementary literature	A. Noga, Teoria konkurencji. Ekonomiczna teoria wszystkiego, Poltext, Warszawa, 2023										
	eResources addresses	Podstawowe https://www.ceeol.com/search/article-detail?id=1073295 - RID STRATEGY – IN SEARCH OF A COMPANY'S COMPETITIVE ADVANTAGE Uzupełniające Adresy na platformie eNauczanie:										
Example issues/ example questions/ tasks being completed	<ol style="list-style-type: none"> 1. Identify the elements of the external and internal environment of a selected company. 2. Provide examples of the implementation of Porters competitive strategies among contemporary companies. 3. Assess the bargaining power of buyers for a selected company. 											
Work placement	Not applicable											

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