

Subject card

Subject name and code	Benchmarking in Analysis of Competitiveness, PG_00170019						
Field of study	Economics						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study		
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				
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	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		5.0		30.0	50
Subject objectives	To make the student familiar with the methodology of benchmarking. To prepare the student to use benchmarking method on their own to improve the competitiveness of the 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	Students can interact and work in a group preparing original projects using benchmarking methodologies	[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	Students can match metrics to different benchmarking methodologies	[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 a specific economic and social processes and phenomena	[SU1] oral statement/conversation/discussion [SU2] 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 benchmarking methodology at different levels: macroeconomics, mezoconomics and microeconomics	[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 can present the author's benchmarking methodology and prepare an oral presentation	[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 and assuming different roles in it	[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 areas of benchmarking and prepare solutions based on the search for the best practices.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK5] implementation of a problem task
	[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, 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_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, knows the basic principles of its use in accordance with 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 (science-authority-business)	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report

	<table><tr><th>Course outcome</th><th>Subject outcome</th><th>Method of verification</th></tr><tr><td>[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</td><td>The student can complete and improve the acquired knowledge, is open to new ideas and techniques, and can use such skills to create dedicated benchmarking methodologies.</td><td>[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report</td></tr></table>	Course outcome	Subject outcome	Method of verification	[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 can complete and improve the acquired knowledge, is open to new ideas and techniques, and can use such skills to create dedicated benchmarking methodologies.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
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Subject contents	Topic 1 Methodology of the benchmarking process.Definition of benchmarking, benchmarking vs. competitive position analysis, types of benchmarking, benchmarking models, phases of benchmarking process implementation Topic 2 Benefits and pitfalls of implementing the benchmarking process Identification of benefits of using best practice in pursuit of business excellence, identification and elimination of benchmarking pitfalls Topic 3 European benchmarking procedureThe methodology of the European benchmarking procedure - benchmarking of enterprises, sectors, framework conditions and public institutions, the place of benchmarking in the European quality and competitiveness promotion policy Topic 4 Benchmarking of enterprisesCommunity programs and activities; initiatives of member countries - Promoting Business Excellence (PROBE) program and The Benchmark Index Theme 5 Benchmarking of sectors, framework conditions and public institutionsCommunity programs and initiatives for benchmarking framework conditions, sectors and public sector institutions;evaluation of the effectiveness of the implementation of the above programs Topic 6 and 7 Practical preparation of a best practice implementation project Topic 8 Searching and measuring critical areas of strategic management Selection of critical areas of strategic management - definition of benchmarks, benchmark measurement indicators, search for benchmarking partners, principles of cooperation with a benchmarking partner - code of ethics for cooperation (code of conduct) Topic 9. Assessment of the possibility of using the European benchmarking procedure for improving the competitiveness of enterprises A thematic scope relating to the issues covered within a subject that includes an interpretation of data that may be published at the time of publication.						
Prerequisites and co-requisites	macroeconomics, microeconomics						
Assessment methods and criteria	<table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td>group project</td><td>50.0%</td><td>100.0%</td></tr></table>	Subject passing criteria	Passing threshold	Percentage of the final grade	group project	50.0%	100.0%
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Recommended reading	<table><tr><td>Basic literature</td><td> - Kuczevska J., Benchmarking as a method of diagnosis of competitiveness of enterprises in clusters, UG Publishing House, Gdańsk, 2020. - Bogan Ch., English M., Benchmarking as a key to best practices, 2006. - Kuczevska J., European benchmarking procedure. Programs and activities, Warsaw 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 </td></tr><tr><td>Supplementary literature</td><td> - Benchmarking. Introduction and main principles applied to company benchmarking, European Commission, Quality series no 7, Brussels 1998; - Dolińska M. (1999), Benchmarking as a method of improving a company, Economics and Organization of Enterprise, no. 9 - Durlik I. (1998), Benchmarking, or the method of comparison with the best, Ekonomika i Organizacja Przedsiębiorstwa, no. 9 </td></tr><tr><td>eResources addresses</td><td></td></tr></table>	Basic literature	- Kuczevska J., Benchmarking as a method of diagnosis of competitiveness of enterprises in clusters, UG Publishing House, Gdańsk, 2020. - Bogan Ch., English M., Benchmarking as a key to best practices, 2006. - Kuczevska J., European benchmarking procedure. Programs and activities, Warsaw 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 as a method of improving a company, Economics and Organization of Enterprise, no. 9 - Durlik I. (1998), Benchmarking, or the method of comparison with the best, Ekonomika i Organizacja Przedsiębiorstwa, no. 9	eResources addresses	
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Example issues/ example questions/ tasks being completed	Developing a self-developed methodology for benchmarking enterprises, taking into account two variants: self-assessment of internal resources and assessment of the competitive environment.						
Work placement	Not applicable						

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