University of Gdańsk

Subject card

Subject name and code	Benchmarking in Analysis of Competitiveness, PG_00199060						
Field of study	Economics						
Date of commencement of studies	October 2026		Academic year of realisation of subject	2027/2028			
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	2		Language of instruction	Polish			
Semester of study	4		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 Kuczewska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	10.0	0.0	25
	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	25		0.0		25.0	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_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_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_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_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_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, mezoeconomics and microeconomics	[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 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
	[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
	[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 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_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

Course outcome	Subject outcome	Method of verification
[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_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. The student consults the project assumptions and progress with the instructor during the scheduled project sessions. These sessions are included in the class schedule.	[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 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 procedure**The 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 enterprises**Community 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 institutions**Community 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**

Any doubts arising at the stage of solving the problem task or interpretation problems will be interpreted and resolved during the consultation.

Prerequisites and co-requisites

macroeconomics, microeconomics

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
group project	50.0%	100.0%

Recommended reading

Basic literature

- Kuczewska 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.
- Kuczewska 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

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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