University of Gdańsk

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
[MSGL3_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
[MSGL3_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
[MSGL3_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 is able to complete a project assignment using M.E. Porter's models and discusses its assumptions and progress with the instructor during consultations and project blocks. Project blocks are included in the class schedule, and the dates and locations of consultations are published on the University of Gdańsk website.	[SU2] presentation/project/paper/ report
[MSGL3_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.	[SK2] presentation/project/paper/ report

Subject contents

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
project	51.0%	20.0%
test	51.0%	80.0%

Recommended reading

Basic literature

1. J. Bednarz, *Konkurencyjność polskich przedsiębiorstw na rynkach europejskich na przykładzie wybranych branż*, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2013.
2. *Kompendium wiedzy o konkurencyjności*, red. M. Gorynia, E. Łaźniewska, PWN, Warszawa 2009.
3. M.J. Stankiewicz, *Konkurencyjność przedsiębiorstwa. Budowanie konkurencyjności przedsiębiorstwa w warunkach globalizacji*, TNOiK "Dom Organizatora", Toruń 2005.
4. J. Bednarz, S. Pangsy-Kania, H. Treder, *Ekspansja zagraniczna przedsiębiorstw w warunkach konkurencji międzynarodowej*, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2020
5. M.E. Porter, *Strategia konkurencji. Metody analizy sektorów i konkurentów*, MT Biznes, Warszawa 2010.
6. M.E. Porter, *Competitive Advantage. Creating and Sustaining Superior Performance*, The Free Press, New York 1985.
7. M.E. Porter, *The Competitive Advantage of Nation*s, The Free Press A Division of Macmillan Press Inc., New York 1990.

	Supplementary literature	1. J. Bednarz, *Konkurencyjność międzynarodowa* (rozdział 5), [w:] G*lobalizacja 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 konkurencyjnośc*i, [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 przedsiębiorstw*a, [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 zagranicznyc*h, 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, W*ewnętrzne 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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