University of Gdańsk

Subject card

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| 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<br>Optional subject group<br>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 Kuczewska | | | | |
| | 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 |
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| [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<br>[SW2] 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<br>[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 | [SK1] oral statement/conversation/ discussion<br>[SK2] 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<br>[SW2] 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<br>[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<br>[SU2] 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 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<br>[SW2] 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<br>[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, mezoeconomic, and microeconomic | [SU1] oral statement/conversation/ discussion<br>[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<br>[SU2] presentation/project/paper/ report |

| Course outcome | Subject outcome | Method of verification |
|---|---|---|
| [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<br>[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<br>[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<br>[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, and acquires resilience to failure. | [SK1] oral statement/conversation/ discussion<br>[SK2] presentation/project/paper/ report |

## Subject contents

**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.

Doubts regarding the issues discussed within the subject, in particular those related to the interpretation of definitions, may be clarified during consultations.

## 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


- Bogan Ch., English M., Benchmarking as a key to best practices, 2006
- Kuczewska J., European benchmarking procedure. Programs and activities, Warsaw PARP 2007
- Kuczewska J., Benchmarking as a method of competitiveness diagnosis in clusters, UG Publishing House, Gdańsk 2020

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| | Supplementary literature | • A European Quality Promotion Policy for Improving European Competitiveness, European Commission, Quality Series No. 1, Brussels 1996;<br>• Benchmarking Facts. A European Perspective. European Commission DG III Industry;<br>• Benchmarking. Introduction and main principles applied to company benchmarking, European Commission, Quality series, No. 7, Brussels 1998;<br>• Dolińska M. (1999), Benchmarking method of improving a company, Economics and Organization of the Enterprise, no. 9<br>• Durlik I. (1998), Benchmarking, a method of comparison with the best, Ekonomika i Organizacja Przedsiębiorstwa, 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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