University of Gdańsk

Subject card

Subject name and code	International Competitiveness, PG_00199982		
Field of study	International Economic Relations		
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	part-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	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	20.0	0.0	0.0	0.0	0.0	20

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	20	4.0	26.0	50

Subject objectives

The aim of the course is to familiarize students with basic knowledge regarding the competitiveness of enterprises, industries, regions and economies in an international perspective. Students will become familiar with the so-called competitiveness system. Competitiveness rankings and models used to analyze the competitiveness of industries and enterprises will be discussed.

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 structured knowledge of the functioning of business entities in the national and international environment	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
[MSGL3_W15] has an advanced knowledge of management of an economic entity on the international market; knows and understands strategies and marketing tools used in this management	the student has knowledge about managing a business entity on the international market, knows and understands the strategies and instruments used in this management	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion

Subject contents	1. The essence of competitiveness, its classifications, elements of the competitiveness system.2. Discussion of the main theories of competitiveness.3. Competitiveness from a macroeconomic perspective - definitional approach, directions of research on macrocompetitiveness, factor and resultant competitiveness, determinants of the competitiveness of the economy M.E. Porter.4. International competitiveness rankings.5. Regional competitiveness - region, macroregion, competitive potential of the region, development strategies, assessment of the region's competitiveness.6. Competitiveness from an industry perspective - entities, delimitation, industry classifications, determinants of industry competitiveness, M.E. Diamond model. Porter. 7. Potential of competitiveness of enterprises - the role of stakeholders, classification of tangible and intangible resources of the enterprise, the concept of the enterprise value chain.8. Competitive advantage of enterprises - types of advantage according to M.E. Porter's 5 forces model M.E. Porter.9. Instruments for enterprises to compete with products, prices, distribution and promotion.10. The essence and specificity of building a competitive advantage of enterprises from the SME sector. Any questions or concerns related to the topics discussed may be clarified by the student during consultations with the instructor.
Prerequisites and co-requisites	No requirements

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
test	51.0%	80.0%
quizzes, discussion	51.0%	20.0%

Recommended reading

Basic literature	1. M.E. Porter, Competitive Advantage. Creating and Sustaining Superior Performance, The Free Press, New York 1985. 2. M.E. Porter, The Competitive Advantage of Nations, The Free Press A Division of Macmillan Press Inc., New York 1990.
Supplementary literature	1. J. Bednarz, Konkurencyjność międzynarodowa (rozdział 5), [w:] Globalizacja 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 konkurencyjności, [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 przedsiębiorstwa, [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 zagranicznych, 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, Wewnętrzne 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