UNIVERSITY OF WARMIA AND MAZURY IN OLSZTYN

Faculty of Economic Sciences

Course title: Microeconomics of competitiveness (in English)

USOS code: 37S2O-MoCang

ECTS credit allocation (and other scores): 2.0

Semester: spring

Level of study: ISCED-7 - second-cycle programmes (EQF-7)

Branch of science: Social sciences

Language: English

Number of hours per semester: 15+15

Course coordinator/ Department and e-mail: Dominika Kuberska, PhD / Department of Market and Consumption /

dominika.kuberska@uwm.edu.pl

Type of classes: classes and lectures

Substantive content

CLASSES: Preparing posters – essence, purpose, and graphic design. Preparing posters – competitiveness indicators. Preparing posters – survey research. Preparing posters – key competitiveness issues. Preparing posters – recommendations. Poster presentations. Course summary.

LECTURES: Introduction to competitiveness. Measuring competitiveness. Factors shaping competitiveness. The role of digital transformation in building competitiveness. The role of green transformation in building competitiveness. The role of social transformation in building competitiveness. Written colloquium. Retake of the written colloquium.

Learning purpose: The aim of the course is to familiarize students with the issues of competitiveness, including the mechanisms that shape it.

On completion of the study programme the graduate will gain:

Knowledge: 1) The graduate knows and understands the processes taking place in the economy that affect its competitiveness and the Competitiveness of its entities. 2) The graduate knows and understands the multidimensional nature of the concept of competitiveness.

Skills: As part of teamwork, the graduate is able to prepare and present a poster containing the key results of the analyses carried out by the team.

Social Competencies: The graduate is able to make decisions aimed at increasing competitiveness of the economy.

Basic literature: Porter M.E. 2008. Porter on Competition. Updated and Expanded Edition. Harvard Business Review Press.

Supplementary literature: 1. Kowalski A.M., Weresa M.A. 2021. Poland Competitiveness Report 2021. Bilateral Economic Cooperation and Competitive Adgantages. SGH Warsaw School of Economics. 2. Kuberska D., Mackiewicz M. 2022. Cluster Policy in Poland – Failures and Opportunities. Sustainability, 14(3), 1262.

The allocated number of ECTS points consists of:

Contact hours with an academic teacher: 32

Student's independent work: 18 (preparation of a poster; preparation for the colloquium)