

Course code:

Plan position:

A. INFORMATION ABOUT THE COURSE

B. Basic information

Name of course	Innovation and Competitiveness of Enterprises
Field of studies	Management
Level of studies	first degree
Profile of studies	general academic studies
Form of studies	full-time studies
Specialty	
Unit responsible for the field of studies	Faculty of Management
Name and academic degree of teacher(s)	Anna Komarnicka, PhD.
Introductory courses	no requirements
Introductory requirements	no requirements

C. Semester/week schedule of classes

Semester	Lectures (W)	Auditorium classes (Ć)	Laboratory classes (L)	Project classes (P)	Seminar (S)	Field classes (T)	Number of ECTS points
fall, spring	15	15					5

2. LEARNING OUTCOME

No.	Learning outcomes description	The reference to the learning outcomes of specific field of study	The reference to the learning outcomes for the area
KNOWLEDGE			
W1	Upon completion of the course student understands the role and the importance of entrepreneurship for the development of economy, knows models of entrepreneurial activities. The student defines the basic concepts of innovation, recognizes the different types of innovation and characterizes the importance of innovation in economic processes. Student has specific knowledge in the field of innovative actions and ways of creating competitive advantages.	K_W15	P6S_WG
SKILLS			
U1	Upon completion of the course, the student is able to explain the meaning of innovation and competitiveness and to plan these activities in organizations. The student is able to determine the initial phases of the innovation development process. Analyses examples from business practice in the methods and effects of innovation implementation. Students	K_U16	P6S_UW

	can use data from desk sources and assess the enterprise's competitive and innovation strategy in the context of the current economic situation.		
SOCIAL COMPETENCES			
K1	After completion of the course student knows examples and understands the issues of using opportunities and the potential for innovation of the enterprise. Upon completion of the course student is willing to develop entrepreneurial qualities, is open in the field of entrepreneurial and innovative behaviour, using and developing their creativity and capacity for innovative interaction.	K_K06	P6S_KO

3. TEACHING METHODS

A. Traditional methods used ***

multimedia lecture, discussion, team work, case studies

B. Distance learning methods used ***

<p>Synchronous method (classes conducted in a way that ensures direct interaction between the student and the teacher in real time, enabling immediate flow of information, the method can be used only if it is provided for in the study plan for a given cycle of education): e.g. remote lecture in the form of videoconference, remote discussion, etc.</p>
<p>Asynchronous method used as an auxiliary (a method that does not ensure direct interaction between the student and the teacher in real time, used only as an auxiliary / complementary method): e.g. online educational videos, online multimedia presentations, etc.</p>

4. METHODS OF EXAMINATION

test of closed questions, short paper

5. SCOPE

Lectures	<ul style="list-style-type: none"> - Introduction and explanation of basic definitions and relationships: innovation, innovativeness, entrepreneurship, competitiveness, competitive advantage, innovation process, innovative management - Types of innovation in enterprises - Stages of the innovation process - Features of an innovative company - Sources of innovation - The reasons for introducing innovation in enterprises - Determinants of business innovation - Expenditure on innovativeness - Effects of innovations - Barriers and threats to implementing innovativeness in an organisation - Nature and types of competitiveness - Instruments of competitiveness of companies on the market - Process of building competitiveness
Laboratories	<ul style="list-style-type: none"> - Examples of innovations in different organisations in Europe and worldwide. Case studies - Models of innovation management - Methods and tools of innovative management

	<ul style="list-style-type: none"> - Indicators, measurement, and development of innovative activity - Building an innovation strategy - The importance of innovation in creating a company's competitive advantage - The role of the environment in stimulating innovation of the SMEs sector - Pro-innovative culture of innovation
--	--

6. METHODS OF VERIFICATION OF LEARNING OUTCOMES

LEARNING OUTCOME	Form of assessment					
	Oral examination	Written exam	Colloquium	Project	Presentation
W1			x	x		
U1			x	x		
K1			x	x		

7. LITERATURE

Basic literature	<ol style="list-style-type: none"> 1. Ciocanel, A.B., Pavelescu, F.M. (2015), <i>Innovation and Competitiveness in European Context</i>, Procedia Economics and Finance, Vol. 32, pp. 728-737. 2. Ferreira, J.J., Fernandes, C.I., Ratten, V. (2017), <i>Entrepreneurship, Innovation and Competitiveness: What is The Connection?</i>, International Journal of Business and Globalisation, Vol. 18, Issue 1, pp. 73-95. 3. Matejun, M. (2014), <i>The Role of Flexibility in Building the Competitiveness of Small and Medium Enterprises</i>, Management, Vol.18, No. 1, pp. 154-168.
Supplementary literature	<ol style="list-style-type: none"> 1. Banytė, J., Salickaitė, R. (2008), <i>Successful Diffusion and Adoption of Innovation as a Means to Increase Competitiveness of Enterprises</i>, Engineering Economics, Vol.1, Issue 56, pp. 48-56. 2. Ginevicius, R., Krivka, A., Simkunaite, J. (2010), <i>The Model of Forming Competitive Strategy of an Enterprise Under The Conditions of Oligopolic Market</i>, Journal of Business Economics and Management, Vol. 11, Issue 3, pp. 367-395. 3. Goldsmith D. (2013), <i>Rethinking the Company's Competitive Advantage</i>, Financial Executive, Vol. 29, Issue 6, pp. 14-17.

8. TOTAL STUDENT WORKLOAD REQUIRED TO ACHIEVE EXPECTED LEARNING OUTCOMES EXPRESSED IN TIME AND ECTS CREDITS

Student's activity		Student workload– number of hours
Classes conducted under a direct supervision of an academic teacher or other persons responsible for classes	Participation in classes indicated in point 1B	30
	Supervision hours	5
Student's own work	Preparation for classes	30
	Reading assignments	30
	Other (preparation for exams, tests, carrying out a project etc)	30
Total student workload		125
Number of ECTS points		5