

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: 30

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: Course introduction and Introduction to Competitiveness. Measuring Competitiveness. Determinants of Competitiveness. Clusters and Cluster Policies. Economic Strategy. International Business. Colloquium

LECTURES: Introduction to poster presentations. The diamond model. Clusters as cooperation platforms. Economic strategy – macroeconomic level. Economic strategy – cities. Team-work preparing posters on competitiveness. Poster presentations. Colloquium retake

Learning purpose: The aim of the course is to familiarize students with the notion of competitiveness and its determinants.

On completion of the study programme the graduate will gain:

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

Skills: The graduate is able to participate in discussions on competitiveness of the economy and its determinants. 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, pp. 171-304.

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

The allocated number of ECTS points consists of:

Contact hours with an academic teacher: 32

Student's independent work: 18