

Course title: Microeconomics of Competitiveness

ECTS credit allocation (and other scores): 2,5

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 (15 lectures, 15 classes)

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

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#### Substantive content

**CLASSES:** Competitiveness 101: competitive potential versus competitive position. Analysis, diagnosis, and evaluation of competitiveness – a discussion on data and methods. The diamond model as a tool to assess nation's and region's competitive advantage in the international market. Clusters and the role of cooperation in building competitiveness. Internationalization of enterprises as a path to economic development. Internationalization of clusters. Strategy and competitiveness: the role of policy and policymakers in fostering competitiveness and economic development.

**LECTURES:** Introduction to competition and competitiveness: definitions and determinants. Competition versus cooperation: opposite sides of the same coin? Competitiveness at the microeconomic level (firms and strategies for boosting competitiveness). Competitiveness at the mezzoeconomic level (regions and industries). Competitiveness at the macroeconomic level (nations). Strategies and activities for boosting competitiveness of enterprises. Strategies and activities for boosting competitiveness of the economy.

**Learning purpose:** to familiarize students with the issue of competitiveness and the mechanisms behind it

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On completion of the study programme the graduate will gain:

**Knowledge:** knowledge about the nature of competitiveness and the mechanisms behind it

**Skills:** ability to participate in discussions on the issues of competitiveness of firms and economies

**Social Competencies:** ability to formulate one's own opinions and recommendations

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**Basic literature:** 1) Porter M.E., On Competition, Updated and Expanded Edition, HBS Press, 2008 ; 2) Acemoglu D., Robinson J.A., Why Nations Fail? The Origins of Power, Prosperity, and Poverty, Profile Books, 2013

**Supplementary literature:** 1) Prahalad C.K., Ramaswamy V., The Future of Competition. Co-Creating Unique Value with Customers, HBS Press, 2004 ; 3) Figiel S., Kuberska D., Kufel J., Agri-food Clusters in Poland, IERiGŻ, 2014

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The allocated number of ECTS points consists of:

Contact hours with an academic teacher: 32h (15h participation in classes, 15h participation in lectures, 2h participation in consultations)

Student's independent work: 30,5h (20h case study preparation – getting familiarized with materials provided by the teacher before each class, 10,5h preparing for the written colloquium)