

COURSE SYLLABUS

COMPETITIVENESS MANAGEMENT

Degree of higher education first (bachelor)

Specialty 073 Management

Educational program Management

Course status – compulsory.

Instructor: Bondarenko Svitlana, Associate Professor of Management and Public Administration

1. Course description

Semester: 7

Scope: total number of hours - 90 of them lectures - 24 hours, practical - 24 hours, independent work - 42 hours; number of ECTS credits - 3.

Course objectives – **mastering competencies/abilities** on effective management of competitiveness of the enterprises and the organizations, maintenance of competitive advantages of subjects of managing taking into account globalization processes in economy.

Learning outcomes of the course:

know: the essence and content of competitiveness management; model of five competition forces in the industry; factors influencing the competitiveness of the enterprise; competitive advantage management; the relationship and interaction of product competitiveness, competitive advantage and competitiveness of the enterprise; conditions for ensuring high quality and efficiency of management decisions in the system of enterprise competitiveness management.

be able: to analyze the competitive advantages of different objects; to analyze the activities of competitors and forecast the position of enterprises in the market; build a competitive market map and systematize competitive advantages; choose the nomenclature of parameters used in assessing competitiveness; choose comparison bases for assessing competitiveness; use the results of the analysis in the development of competitive strategies of the enterprise; determine the directions of planning and develop programs to increase the competitiveness of the enterprise; systematically manage quality in the enterprise.

able to demonstrate: ability to assess the level of competitiveness of products and enterprises, the ability to justify the formation of strategies for competitive behavior of enterprises and organizations in the market.

have the skills: solving management problems that arise when ensuring the competitiveness of products and enterprises; conducting strategic analysis of various objects; generalization and identification of competitive advantages of different objects; use of integrated assessment of product and enterprise competitiveness; making competitive management decisions in the control subsystem; combination of different methods and development of optimal measures to increase the competitiveness of different facilities.

solve independently: the choice of methods for assessing the level of competitiveness of products and enterprises; selection and substantiation of competition strategies of enterprises and organizations.

Required educational components (prerequisites, co-requisites, post-requisites): business economics, management, operational management, management decisions theory, sustainable development management, personnel management, quality management, creative management

Course content: Topic 1. Competition as an economic category. Topic 2. Competitive environment of the enterprise. Topic 3. The economic essence of enterprise competitiveness. Topic 4. A systematic approach to managing the competitiveness of the enterprise. Topic 5. Methods of assessing the competitiveness of products and enterprises. Topic 6. Development of competitive strategy of enterprises. Topic 7. Programs to increase the competitiveness of the enterprise. Topic 8. Quality management as a basis for ensuring the competitiveness of the enterprise.

Forms of final control: exam (semester 7).

Tools for diagnosing learning success: individual tasks, questions for current control, tests, tasks, calculation works, questions for final control.

Language of instruction: Ukrainian, English

2. Assessment

Distribution of points received by applicants for higher education "Competitiveness Management" (Exam)

Ongoing assessment and independent work								2 MC	Exam	Total
T1	T2	T3	T4	T5	T6	T7	T8			
5	5	15	5	15	15	5	5	20	10	100

Distribution of points in the course "Competitiveness Management"

Activities evaluated in points	T1	T2	T3	T4	T5	T6	T7	T8	Total
Work on a practical lesson (performance and defense of practical work)	5	5	5	5	5	5	5	5	40
Execution and protection of settlement works			10		10	10			30
Modular, current control	10				10				20
Examination	10								10
Total in the course									100

Exam evaluation criteria

The exam is conducted in the form of testing in a modular environment. 20 questions with 0.5 points for each question.

Compliance with the scales for assessing the quality of learning material

Score on the national scale	Points	Assessment on the ECTS scale	Definition
excellent / passed	90-100	A	Excellent (outstanding performance without errors)
good / passed	82-89	B	Very good (above the average standard but with minor errors)
	74-81	C	Good (generally sound work with some errors)
satisfactory / passed	64-73	D	Satisfactory (fair but with significant shortcomings)
	60-63	E	Fair (performance meets the minimum criteria)
unsatisfactory / failed	35-59	FX	Fail (some more work required before the credit can be awarded)
	0-34	F	Fail (considerable further work is required)

3. Course policy:

3.1. Mandatory observance of academic integrity by students, namely:

- independent performance of all types of works, tasks, forms of control provided working program of discipline;
- links to sources of information in the case of the use of ideas, developments, statements, information;
- compliance with the law on copyright and related rights;
- providing reliable information about the results of their own educational (scientific, creative) activities, used research methods and sources of information.

3.2. Recognition of learning outcomes obtained in non-formal education at the rate of 5 points per credit is allowed.

3.3. Attendance (online or offline) of practical classes and performance of all types of activities provided for in the work program is mandatory.

3.4. Obtaining a minimum grade in the discipline (60 points) is possible subject to practical work, calculation work and presentations in full and passing the boundary and modular control.

3.5. In case of late performance of works (without good reasons) the assessment for the relevant type of work is reduced by one point for each overdue school week.

3.6. Postponement of the deadline for submission of works / transfer is possible for valid reasons (hospital, academic mobility), which is confirmed by the relevant document (certificate).

3.7. In case of detection of manifestations of academic dishonesty, plagiarism, the student is obliged to perform the task again in compliance with the established requirements.