

COMPETITIVENESS MANAGEMENT

Department of management

Faculty of Agricultural Management

Lecturer	Prof. Lesia Zaburanna
Teaching period	academic year 2017/2018 (autumn semester)
Type subject	Master
ECTS credit	5
Assessment	written and oral
Marking scale	4-point scale
Contact hours	60

Objective and general description

In today's environment it is generally accepted fact that the success of the company is largely determined by its level of competitiveness. Since the level of indicators, which underlies in the country's competitiveness (in particular the degree of business development), is determined at the micro level, increasing of national rating within the world space requires formation of competitive status of businesses in global markets. The objective of this course is to form students the theoretical knowledge and the practical skills of management competitiveness of the enterprises in modern business conditions. This course studies the competitiveness of modern enterprises as a result of their capacity to analyze their internal and external environment, to set goals, and to design and implement strategies for achieving sustainable competitive advantage.

Lectures:

1. Introduction to the theoretical approaches and fundamental concepts of competitiveness management.
2. Kinds of competitive advantages of the enterprise.
3. The functions of management competitiveness of the enterprise.
4. Competitiveness factors for the creation competitive advantage of the enterprise.
5. Case studies assignment.
6. Methods of the quantitative assessment the magnitude of the degree of intensity of competition in the industry.
7. Methods of clarifying the scale of the competitive environment of the enterprise and assess the balance of power in the market.
8. Models of assessment the competitiveness of enterprise.
9. Business (competitive) strategies.
10. Achieving sustainable competitive advantage.
11. Linking corporate and competitive strategies with the functional strategies of the organization.
12. Determination the type of potential enterprise for it development, competitiveness, value and efficiency.

Seminars:

1. Case studies assignments and assignment for next seminar
2. Reading on nutrition, estimating recommended nutrition doses
3. World historical famines – reading and discussion
4. Readings on the cases of entrepreneurship in getting a high competitive position.
5. Reading on the influence of non-material resources (human and social capital) on building companies competitiveness.. Discussion – what are the pros and cons of non-material resources?
6. Competitive position of Ukraine due to international rankings.

Study literature:

1. Bruning, E. and Lockshin, L. (2000). Fundamental Elements in the Definition of Organisational Competitiveness, Gestion.
2. Hitt, M., Ireland, D., Hoskisson, R. (2017). Strategic management: Concepts: Competitiveness and globalization, 12th Edition, South-Western.
3. Impact of industrial policies on the competitiveness of small and medium-sized enterprises (2007). New York.
4. Jones, G.R. and George, J.M. (2010). Contemporary Management, 7th edition, New York: McGraw Hill.
5. Porter, M. E. (1998). Competitive strategy: techniques for analyzing industries and competitors: with a new introduction (1st Free Press ed). New York: Free Press.
6. Thompson, A.A., Strickland, A.J. and Gamble, J.E. (2009). The Quest for Competitive Advantage: Concepts and Cases. 17th edition. New Delhi: McGraw-Hill.
7. Walker, G. 2009. Modern Competitive Strategy. New York: McGraw-Hill.