COURSE DESCRIPTION CARD

NOTE: If the course includes lectures and classes, the Course Description Card applies to both types of instruction.

1. Course title: Strategia konkurencji / Competition strategy	**2.** Course code: Number of ECTS credits: 5 Course completion mode: E Course commenced / Year 2019/2020

3. Major:

4. Department of major coordinator:

5. Name of course instructor: Lecture Dominika Bochańczyk-Kupka, PhD
Examiner Dominika Bochańczyk-Kupka, PhD

6. Department of course instructor: Department of Economics

7. Number of contact hours with students:

Type of instruction	Full-time study	Part-time study
lectures	30	-
classes		
foreign language classes		
lab classes		
seminars		
e-learning		
other		
Total hours	30	-
examination (hours)	3	-

8. Course timeframe - no. of semesters:1 semester

Course commencement / Year 2019/2020

Course commencement / Semester winter and summer

9. Level of tertiary education: Bachelor	**10.** Course status □ Compulsory for the major… □ Compulsory for the specialization … x Elective …

11. Course prerequisites
Compulsory:
Recommended: microeconomics

12. Course objectives:
The course explains fundamental concepts of modern competition strategies. It reflects current academic thinking and management practice and shows the tools needed to formulate, implement

and evaluate strategies. Students study the cases of Inditex, Walmart, Starbucks, Eastman Kodak, Samsung Electronics, Nokia, Ford Motor Company, Harley-Davidson, General Electric, Manchester United, New York Times and Air Asia. They understand the relationship between firm and different entities in the wide environment and analyze main factors which determine firms activities. Students analyze the roots of firms successes and failures. Students are able to evaluate the competition strategy of particular firm and to create and evaluate alternative strategies

13. Teaching and learning methods:

A. Direct student-instructor contact:

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Interactive lectures	Lectures covering main theoretical issues	4	
2.	Case study analysis	Analysis of selected companies	20	
3.	Problem solving	Individual and group work, discussions	6	
…				
Total			AS:30	AN:

B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Literature studies	Reading selected materials	35	-
2.	Project	Searching for information and data	50	-
3.	Presentation	Creating presentation	10	
…				
Total			BS: 95	BN:-

Total AS+BS = 125
Examination (E) = 3
Total AS+BS+E= 128

Total AN+BN = …….
Examination (E) =…….
Total AN+BN+E = …….

14. Key words: competition strategy, BCG matrix, Porter strategies, SWOT analysis

15. Course content:

1. The concept of strategy.
2. The tools of strategy analysis.
3. Types of strategies.
4. The case of Inditex – the diversification and the cost leadership.
5. The case of Walmart - the success in retail on selected markets,
5. The case of Starbucks - the quick internationalization and cost of leadership,
7. The case of Eastman Kodak – the spectacular failure of global market leader.
8. The case of Samsung Electronics – from imitator and follower to technology leader.
9. The case of Nokia – the legend is back?
10. The case of Ford Motor Company – the survival in difficult times and history of mass production.
11. The case of Harley - Davidson – the creation of legend.
12. The case of General Electric – the different types of leadership and management: J.Welch versus J.Immelt.
13. The case of Manchester United – success in sports and creation of international brand.

14. The case of New York Times – the modern press and journalism in the internet era.
15. The case of Air Asia – the cost leadership in competitive environment

16. Course learning outcomes as related to the learning outcomes of the major and methods for assessing student attainment

Intended learning outcomes of the major / Symbols	Intended learning outcomes of the course	Methods for assessing student learning outcomes	Documentation
Knowledge			
EK1_W04#	1.Student know main economic units and understands the background of their market decisions	presentation	Students' presentation
EK1_W05#	2. Student understand relationship between economic units and the role of institutional background	presentation	Students' presentation
Skills			
EK1_U05#	1.Student presents and evaluate different opinions using professional terminology	presentation	Students' presentation
Social competences			
EK1_K02#	1.Student understands the role of knowledge and experts opinions	presentation	Students' presentation

17. Method for determining the final course grade:

No.	Methods for awarding credits and course completion requirements	Description	Percentage of the final course grade*
1.	Presentation	Creating and showing presentation	70%
2.	Task solving	Participation in discussions, home works,	30%
3.			

* If students are required to obtain both a class grade and an exam grade, the class grade constitutes at least 30% of the final course grade.

18. Reading list

Mandatory readings:
R.M.Grant: Contemporary Strategy Analysis; Text and Case Studies. Blackwell Publishing 2015.
R.Rumelt: Good Strategy Bad Strategy: The Difference and Why it Matters. Profile Books LTD 2012.

Suggested readings:
R.M.Grant: Foundations of strategy. John Wiley & Sons 2012
Ch.Hill: International Business: Competing in the Global Market Place. McGraw-Hill Higher Education 2012

19. Language of instruction: English
20. Course instructors' recommendations: