



Koźmiński Business School
ACADEMIC SYLLABUS 2006/2007
SEMESTER FALL

MODULE TITLE	International Competitiveness
MODULE CODE	
NUMBER OF ECTS CREDITS	

STAFF TEACHING THE MODULE	Academic Degree	Name	Chair / Institute / Center
	Doctor	Malgorzata Runiewicz	Assisstant Professor in TIGER Institute
STAFF RESPONSIBLE FOR THE MODULE			

PROGRAM	
STUDY YEAR SEMESTER	
SPECIALIZATION	
TYPE OF MODULE basic B major M	
CHOICE POSSIBILITY compulsory C elective E	Elective
PRE-REQUISITES FOR THE MODULE *	
MODULE LEVEL ** basic B intermediate I advanced A	
LEARNING HOURS	20
INTERNATIONAL DIMENSIONS	Studies will focus on economic, political, social, cultural and technological factors of international competitiveness of selected countries and regions (United States, European Union and East Asian).
METHODS OF TEACHING (lecture / tutorials / group workshop / project / e-learning / seminar / consultations / other)	Lecture
MODE OF TEACHING Full-time F Part-time P	Full-time F
TYPE OF PROGRAM undergraduate U graduate G	
LANGUAGE OF INSTRUCTION (polish / foreign)	English

<p>MODULE OBJECTIVES (outcomes and competences)</p>	<p>Through a detailed analysis of factors and measurement techniques of competitive advantages of companies, industries and countries the course will help the students to have a better understanding of the current challenges and opportunities of global economy. The course will help the students understand weaknesses and strengths of their country's economies, draw the strategic implications for their countries and future working positions. The course will thus help the students to win the competition by having a better understanding of their own opportunities, their business environment and competitors.</p>
<p>MODULE CONTENT</p>	
<p>1. Introduction. Economic competitiveness – main definitions and problems. Comparative and competitive advantages of countries and regions in Europe, East Asia and North America in historical review. Evolution of determinants and concept of competitiveness under conditions of the globalization. The role of natural resources, economic infrastructure, human and capital sources, social and economic system, culture, religion and policy, institutions, international economic and political environment as main factors of competitiveness.</p> <p>2. Contemporary sources of competitive advantages. Theories of international trade, direct investment flows and international competitiveness. Basic methods and measurement techniques of competitive position and competitive capacities. Ability of companies, countries and regions to compete in a global market. International growth and business competitiveness rankings (IMD, World Economic Forum, Lisbon Strategy Scoreboard).</p> <p>3. Social and political factors of international competitiveness. Institutional theories of competitiveness: economic freedom and quality of institutions (Heritage Foundation Report). Institutional and political systems, economic policies and competitiveness of selected countries – United States, Great Britain, France, Japan, Russia. Applicability and adequateness of particular measures in different countries and systems.</p> <p>4. Technological and innovative advantages as drivers of international competitiveness. Demand and supply sources of innovations. The role of human capital, information and communication technologies (ICT), scientific and technological progress in value added process of economy. The role of education, research and development (R&D) and innovation systems in bringing the new value of global competition. Alternative ways of technological <i>catch up</i>. Resources and advancement of the knowledge based economy in the EU, United States and East Asian countries.</p> <p>5. Competitive position, competitive ability and competitiveness of companies. Modes and strategies to enter the global market. The role of economic and political environment, economic freedom and property rights in fostering the entrepreneurship in Central East Europe (CEE) and East Asia. Companies' classification by degree of competitiveness. Corporate governance, companies' goals, management and development strategies. Transnational corporations, technological alliances and global partnership.</p> <p>6. Competitiveness of the US economy. Historical resources set of institutional solutions, human capital and technological resources as factors of the competitiveness of American economy. American "model of management", entrepreneurship and business expansion in the world. The role of the US state policies in reinforcing the country's global competitive position. Present advantages, perspectives and challenges of the American economy.</p> <p>7. The economic problem of socialism – consequences on competitiveness. Failures and successes of economic reforms in the selected post-socialist countries. Main determinants of the success and failure of the transition process of selected countries. Liberalization, privatization and economic integration processes as a way to improve international competitive position. Globalization as source</p>	

of political and economic reforms.

8. International position and capacity of Japan and the East Asian emerging markets. External and internal sources of Chinese economic success– the role of economic and structural reforms. Regional economic integration *versus* globalization. Liberalization, common market areas and perspectives for competitiveness of regions (e.g. UE, NAFTA). Gains and losses from the preferential regional trading agreements (RTA). The impact of economic policies on competitive abilities of companies, sectors and economies of the regional integration groupings. Economic consequences of RTAs for the world trading system.

9. Lisbon Strategy of the European Union. Factors and measures of competitive position and competitive capacity of selected EU countries. Regional discrepancies in competitiveness growth and business indexes – leading role of the Scandinavian and other Baltic Sea Region countries.

10. The enlargement of the EU and impact on Lisbon Strategy. Challenges and perspectives of the catch up for the new member states. Sources of competitive, technological and innovative advantages of the new UE member states. Scenarios for the economic growth and international competitiveness without the integration with the EU. Diagnosis of competitive position and capacity of Poland.

TOTAL LEARNING HOURS: 20

COMPULSORY READING

LP.	AUTHOR, TITLE, PUBLISHER, PAGES
1.	M. Porter, <i>Competitive advantage of nations</i> , The Free Press, New York 1990.
2.	J. Dunning, <i>Multinational enterprises and the global economy</i> , Addison-Wesley Publ.Co. , Wokingham 1993.
3.	P. <u>Buigues</u> , <i>Competitiveness and the value of intangible assets</i> , Edward Elgar Publishing Limite, Cheltenham 2000.

ADDITIONAL READING

LP.	AUTHOR, TITLE, PUBLISHER, PAGES
1.	Justin Cifu Lin, <i>Lessons of China's Transition from a Planned Economy to a Market Economy</i> , Distinguished Lectures Series, No.16, Leon Kozminski Academy of Entrepreneurship and Management (WSPiZ), Warszawa 2004.
2.	A.Zorska, <i>Transnational Corporations in Poland</i> , Leon Kozminski Academy of Entrepreneurship and Management (WSPiZ), Warsaw 2003.
3.	<i>Globalization and Its Impact on Economic Development</i> , TIGER Working Paper Series, No. 81 (January), 2006, Transformation, Integration and Globalization Economic Research at the Kozminski Business School (WSPiZ), Warsaw
SUGGESTED PRIVATE STUDY *** HOURS	
120	
METHOD OF ASSESSMENT (written, oral, project)	
- Active participation in the lectures (25%) An essay of 4-5 pages length on one of the topics suggested by lecturer (75%)	
COMMENTS	

* Knowledge / Skills / Competences that the student should possess before taking the module as well as other module pre-requisites

** Module level can be estimated on the basis of the following criteria:

- Admission conditions
- Learning outcomes
- Reference information

*** ECTS standards assume that 1 teaching hour of a lecture or a tutorial equals 2 hours of private study