

# **COMPETITIVENESS OF THE ORGANIZATION**

(course title)

## **COURSE SYLLABUS ABSTRACT**

### **6-05-0311-02 "Economics and Management"**

(speciality code and name)

### **"Economics and management at enterprises of industry, trade and transport"**

(concentration)

	STUDY MODE	
	full-time	part-time (shortened program)
Year	3	3
Semester	6	6
Lectures, hours	34	8
Practical classes (seminars), hours	16	4
Pass/fail, semester	6	6
Contact hours	50	12
Independent study, hours	58	96
Total course duration in hours / credit units	108 /3 c.u.	

#### 1. Course outline

The purpose of the discipline is to master students a set of theoretical and practical skills in the field of economic mechanism and patterns of assessing the competitiveness of the organization. The objectives of the discipline are the formation of students' general understanding of the competitiveness of the enterprise and the development of practical skills for its assessment.

#### 2. Course learning outcomes

Upon completion of the course, students will be expected to

##### **know:**

- the legislative framework regulating the assessment of the competitiveness of organizations;
- the content of the competitiveness of enterprises and the factors determining it;
- methods of assessing the competitiveness of organizations;
- fundamentals of ensuring and regulating the competitiveness of organizations and its components (products, personnel, capital, etc.).

##### **be able to:**

- to identify a system of indicators and criteria for the competitiveness of products and the organization as a whole;
- evaluate the competitiveness of organizations and identify factors for its improvement;
- to use the competitive potential of the organization in order to manage its competitiveness as a whole, as well as its individual components.

##### **to possess a skill:**

- of assessing the competitiveness of organizations;
- of organizing the activities of competitive analysis of the organization to ensure its competitiveness.

#### 3. Competencies

Develop and use tools for assessing competitiveness and manage the competitive position of the organization.

#### 4. Requirements and forms of midcourse evaluation and summative assessment

The following forms are used to diagnose competencies: written; oral-written.

To assess the level of knowledge of students, the following diagnostic tools are used: carrying out control work on individual topics; passing the test.

