

Discipline	<i>INDUSTRIAL ENTERPRISE COMPETITIVENESS</i> code: 44 <b>summer semester</b>				
Specialty	INDUSTRIAL MANAGEMENT				
ECTS credits: <b>6</b>	Form of assessment: Exam				
Lecturer	Assoc. prof. PhD Eng. / scientific title/ Krasimira Dimitrova /name/ Room NUK 508 Phone: +359878011079 E-mail: krasimira.dimitrova@tu-varna.bg				
Department	INDUSTRIAL MANAGEMENT				
Faculty	<i>FACULTY OF MECHANICAL ENGINEERING AND TECHNOLOGIES</i>				
<p>Learning objectives:</p> <p>The discipline "Industrial Enterprise Competitiveness" provides the theoretical and practical knowledge needed for the successful management of enterprises in the market competition environment. Knowledge in this area is key to any current or future manager and developer.</p> <p>The topics included in the course cover all major issues related to the theory and practice of competitiveness. There are considered: competition, competitiveness on the level product, company and country, factors of company competitiveness, competitive advantages, competitive strategies, methods for assessing the competitiveness and approaches to analysis of competitors.</p> <p>The aim of the course is to focus the attention of students to the practical side of the topics by including various examples, practically applicable models, case studies and discussion.</p> <p>The course also provides course work</p>					
<b>CONTENTS:</b>					
Training Area			<table border="1"> <tr> <td style="text-align: center;">Hours lectures</td> <td style="text-align: center;">Hours seminar exercises</td> </tr> </table>	Hours lectures	Hours seminar exercises
Hours lectures	Hours seminar exercises				

Competition. Nature of competition and types of competition	2	
Competitive advantage and competitiveness	2	
Strategic Leadership and Competitiveness	2	
Strategy development process	2	
Analysis of the external environment	2	
Analysis of the internal environment	2	
Definition of competitiveness - holistic approach	2	
Building Competitive Advantages Using Functional Strategies	2	
Building a competitive advantage by using business strategies	2	
Impact of the industrial environment on business strategies	2	
Technology impact on the strategies	2	
Strategy in the context of globalization	2	
Application of strategies in enterprises competing within an industry	2	
Strategic control systems	2	
Corporate culture as a competitive advantage	2	
Competition and types of competition		2
Competitiveness and its promotion		2
Competitiveness research and analysis		2
Enterprise Competitiveness Analysis Approach		2
Quality management as a factor for enhancing the competitiveness of the enterprise		2
Innovation and technology as a factor for enhancing the competitiveness of the enterprise		2
Analysis of the Competitiveness of Bulgarian Enterprises by Industry		3
<b>Project task</b>		
1.Presentation of the enterprise		1
2. Competitiveness of products		2
3. Productivity of labour		2

4. Financial results		2
5. Enterprise growth		1
6. Innovation of the enterprise		2
7. Production and marketing flexibility of the enterprise		1
8. Adaptability of the enterprise		1
9. A summary assessment of the enterprise's competitiveness		1
10. Defence of the course work		2
	<b>TOTAL: 60 h</b>	<b>30</b>
		<b>30</b>