

Discipline	<i>INDUSTRIAL ENTERPRISE COMPETITIVENESS</i> code: 40 winter semester		
Specialty	INDUSTRIAL MANAGEMENT		
ECTS credits: 6	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>			
CONTENTS:			
Training Area		Hours lectures	Hours seminar exercises

Competition. Nature of competition and types of competition	3	
Competitiveness of the various elements of the economic system	3	
Competitive advantage and competitiveness	3	
Evaluation and measurement of competitiveness. Methodology for determining the competitiveness of an enterprise and the potential for its development and increase	3	
Analysis of competitors	3	
Competition policy and the institutions of the European Union	3	
European Industrial Policy	3	
Knowledge - a key factor of competitiveness	3	
Entrepreneurship and competitiveness	3	
Innovative information and communication technologies - a prerequisite for higher competitiveness of the organization	3	
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>