

Code: 44 „INDUSTRIAL ENTERPRISE COMPETITIVENESS”

ECTS credits: 6	Number of hours per week:
Forms of assessments: Exam	2+0+1+1
	Types of assessment: Exam - written
Department, providing instruction on the discipline: Department: <i>INDUSTRIAL MANAGEMENT</i> <i>FACULTY OF MECHANICAL ENGINEERING AND TECHNOLOGIES</i>	

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Annotation:

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.

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.

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.

The course also provides course work

Main issues of the syllabus content:

- Nature of competition and types of competition
- Competitive advantage and competitiveness
- Strategic Leadership and Competitiveness
- Strategy development process
- Analysis of the external environment
- Analysis of the internal environment
- Definition of competitiveness - holistic approach
- Building competitive advantages by using of functional strategies
- Building a competitive advantage by using of business strategies
- Impact of the industrial environment on business strategies
- Technology impact on strategies
- Strategy in the context of globalization
- Application of strategies in enterprises competing within an industry
- Strategic control systems
- Corporate culture as a competitive advantage

Content presentation:

Within the laboratory lessons are planned discussions, analyzes, and consideration of specific examples and good practices in different organizations. Lectures, case studies, discussions, situational analysis, debates, role plays, teamwork, planning games, project work, self-study, reports, etc. will be combined with the active participation of students in the education process.

In coursework is developed practical task related with assessment and analysis of the competitiveness of a concrete company.