**1. Course unit title**: Enterprise Competitiveness  
2. **Course unit code**: МТУБ\_8\_1.ОНД.07\_4  
3. **Type of course unit:** compulsory  
4. **Semester**: 1  
5. **Number of ECTS credits allocated**: total - 120 (ECTS credits - 4) audience hours - 40 (Lectures - 20, seminars - 20)  
6. **Name of lecturer**: I.S. Bondaruk - Ph.D., associate professor.

7. **Learning outcomes of the course unit**:  
As a result of the module the student must:  
**know**: basic competitive advantages and ways of achieving a particular company, depending on the situation prevailing; the essence of the general concept of competitiveness management companies and specific features of competitiveness management organizations of various types; the nature and components of innovation entrepreneurship, especially the organization of a venture company; system diagnostics innovation potential and determine its level; methods for assessing market risk innovative projects;

**be able to**: to analyze the competitive advantage held by the company, and identify those to be achieved in the future to improve its competitiveness; perform calculations related to the assessment of the degree of intensity of competition; make payments and justification of organizational and technical solutions aimed at improving product quality and productivity.  
8. **Mode of delivery:** face-to-face  
9. **Prerequisites and co-requisites**:  
strategic business management

10. **Course contents**: Competitiveness as an economic category and competitive advantages of the company. Features of competitive products. The system and the management of competitive enterprises. Development and implementation of programs to improve competitiveness. Strategic management of competitiveness. International competitiveness. Regulation of competition at the national and international levels. Innovative enterprises in the structure of business innovation. The control system of the international competitiveness of the enterprise. Examination of innovative projects and products.  
11. **Recommended or required reading**:

1. Азоев Г. Л., Челенов А. П. Конкурентные преимущества фирмы. - М.: ОАО «Типография Новости», 2000. - 256 с.
2. Борисенко З. М. Основи конкурентної політики: Підручник. - К.: Таксон, 2004. - 704 с.
3. Клименко С. М., Омельяненко Т. В., Барабась Д. О., Вакуленко А. В. Управління конкурентоспроможністю підприємства: Навч. посіб. - К.: КНЕУ, 2007. - 547 с.
4. Омельяненко Т. В., Барабась Д. О., Вакуленко А. В. Управління конкурентоспроможністю підприємства: Навч.-метод. посіб. для самост. вивч. дисц. - К.: КНЕУ, 2006. - 272 с.

12. **Planned learning activities and teaching methods**: seminars, individual training and testing, independent work  
13. **Assessment methods and criteria**:  
Current control (70%): oral questioning, testing, individual educational and research objectives

• Final control (30% exam)  
14. **Language of instruction**: Ukrainian