

<b>Course code</b>																																	
<b>Type and description</b>	Elective Course																																
<b>ECTS credit</b>	1																																
<b>Course name</b>	Building a competitive advantage in the age of Industry 4.0																																
<b>Course name in Polish</b>	Budowa przewagi konkurencyjnej w erze Industry 4.0																																
<b>Language of instruction</b>	English																																
<b>Course level</b>	8 PRK																																
<b>Course coordinator</b>	dr hab. Anna Adamik, prof. uczelni (0000-0002-6007-5675)																																
<b>Course instructors</b>	dr hab. Anna Adamik, prof. uczelni (0000-0002-6007-5675)																																
<b>Delivery methods and course duration</b>	<table border="1"> <thead> <tr> <th></th> <th>Lecture</th> <th>Tutorials</th> <th>Laboratory</th> <th>Project</th> <th>Seminar</th> <th>Other</th> <th>Total of teaching hours during semester</th> </tr> </thead> <tbody> <tr> <td>Contact hours</td> <td>0</td> <td>0</td> <td>0</td> <td>15</td> <td>0</td> <td>0</td> <td>15</td> </tr> <tr> <td>E-learning</td> <td>No</td> <td>No</td> <td>No</td> <td>No</td> <td>No</td> <td>No</td> <td></td> </tr> <tr> <td>Assessment criteria (weightage)</td> <td>0,00</td> <td></td> <td></td> <td>100%</td> <td></td> <td>0,00</td> <td></td> </tr> </tbody> </table>		Lecture	Tutorials	Laboratory	Project	Seminar	Other	Total of teaching hours during semester	Contact hours	0	0	0	15	0	0	15	E-learning	No	No	No	No	No	No		Assessment criteria (weightage)	0,00			100%		0,00	
	Lecture	Tutorials	Laboratory	Project	Seminar	Other	Total of teaching hours during semester																										
Contact hours	0	0	0	15	0	0	15																										
E-learning	No	No	No	No	No	No																											
Assessment criteria (weightage)	0,00			100%		0,00																											
<b>Course objective</b>	<p>To enable gaining knowledge concerning:</p> <ol style="list-style-type: none"> <li>the organization's functioning environment with particular emphasis on the Industry 4.0 revolution conditions, requirements and threats;</li> <li>the process, sources and mechanisms for building the competitiveness of enterprises functioning in the conditions of the Industry 4.0</li> <li>process of designing the competitive advantage strategies and raising the competitiveness of enterprises functioning in the conditions of the Industry 4.0</li> </ol>																																
<b>Learning outcomes</b>	<p>After the course a PhD student we be able to:</p> <ol style="list-style-type: none"> <li>identify, describe and assess organization's environment and its elements (with particular emphasis of Industry 4.0 Revolution concept) – W4, U4, K1</li> <li>describe, analyse and illustrate with practical examples the basics of creation and development of the competitiveness of enterprises functioning in the conditions of the Industry 4. – W4, U4, K1</li> <li>identify, analyse, interpret key sources and determinants of creation and development of the competitiveness of enterprises functioning in the conditions of the Industry 4.0 and on this basis design strategies to raise competitiveness of selected enterprises – W4, U4, K1</li> </ol>																																
<b>Assessment methods</b>	<p>The final evaluation of learning outcomes 1-3 will be based on results of report on project work &amp; discussion about it.</p> <p>The final grade consists of:</p> <ol style="list-style-type: none"> <li>Project report - 60%</li> <li>Project presentation – 20%</li> <li>Discussion about project -20%</li> </ol>																																
<b>Prerequisites</b>																																	
<b>Course content with delivery methods</b>	<p>PROJECT</p> <ol style="list-style-type: none"> <li>Organizational meeting: Organization of team work.</li> <li>3. Identification of concept of strategies for building competitive advantage of enterprises in the era of Industry 4.0 - CA 4.0.</li> <li>5. Case Study analysis.</li> </ol>																																

	<p>6-7. Case Study creation.</p> <p>8. Analysis and discussion of team Case Studies; Submission and presentation of project work reports on "Determinants of market competitiveness specific to the era of Industry 4.0".</p>
<b>Basic reference materials</b>	<ol style="list-style-type: none"> <li>1. The lecturer's material</li> <li>2. Adamik A. (2016), The mechanism of building competitiveness through strategic partnering, "Management", University of Zielona Góra, Vol. 20, No. 1, pp. 292-310</li> <li>3. Adamik A., Nowicki M. (2018), Preparedness of Companies for Digital Transformation and Creating a Competitive Advantage in the Age of Industry 4.0., Proceedings of the International Conference on Business Excellence 2018.</li> <li>4. Adamik A., Nowicki M., Szymańska K.,(2018). Openness to Co-creation as a Method of Reducing the Complexity of the Environment and Dynamizing Companies' Competitive Advantages, Marketing and Management Journal, Volume 13: Issue 2,2018,p. 880–896</li> <li>5. .</li> <li>6. Fonseca L.M. (2018), Industry 4.0 and the digital society: concepts, dimensions and envisioned benefits, Proceedings of the International Conference on Business Excellence, Volume: 12, Issue: 1.</li> <li>7. Huang K., Dyerson R., Wu L., &amp;Harindranath, G. (2015). From Temporary Competitive Advantage to Sustainable Competitive Advantage, British Journal of Management, 26, 4, 617-636, Business Source Complete.</li> <li>8. Issa A., Lucke D., Bauernhansl T. (2017), Mobilizing SMEs towards Industrie 4.0-enabled Smart Products, Manufacturing Systems 4.0 / Procedia CIRP, Tseng MM., Tsai HY. Wang Y. eds.), Volume: 63.</li> <li>9. Mohelska H., Sokolova M., (2016). Smart, connected products change a company's business strategy orientation, Applied Economics, Vol. 48, No. 47, 4502-4509</li> <li>10. Shamim, S., Cang, S., Yu, H., &amp; Li, Y. (2016). Management approaches for industry 4.0: A human resource management perspective, In Proceedings of the 2016 IEEE Congress on Evolutionary Computation (CEC) (pp. 5309–5316), Vancouver, BC, Canada, 24–29 July 2016.</li> <li>11. Sousa M.J., Rocha A. (2019), Strategic Knowledge Management in the Digital Age, ELSEVIER SCIENCE INC</li> <li>12. Thames L., Schaefer D. (2017), Industry 4.0: An Overview of Key Benefits, Technologies, and Challenges, [in:] Cybersecurity for Industry 4.0: analysis for design and manufacturing, Thames L., Schaefer D. (Eds.), Springer Series in Advanced Manufacturing, Pages: 1-33</li> </ol>
<b>Other reference materials</b>	<ol style="list-style-type: none"> <li>1. Bender, M., Willmott, P. (2017). Digital Reinvention. McKinsey &amp; Company.</li> <li>2. Bergdahl M. (2018), Putting Your Employees First : The ABC's for Leaders of Generations X, Y, &amp; Z, Sourcebooks</li> <li>3. Bughin, J., LaBerge, L., Mellbye, A.(2017). The case for digital reinvention. McKinsey Quarterly. Seattle/Washington. USA.</li> <li>4. Deloitte (2018), Deloitte Insights: The fourth industrial revolution is here - are you ready? Deloitte</li> <li>5. Marr B. (2016), What Everyone Must Know About Industry 4.0, "Forbes", Vol. 6 [online], <a href="http://www.forbes.com/sites/bernardmarr/2016/06/20/what-everyone-must-know-about-industry-4-0/">www.forbes.com/sites/bernardmarr/2016/06/20/what-everyone-must-know-about-industry-4-0/</a></li> <li>6. .</li> <li>7. .</li> <li>8. Nguyen, N. P., Ngo, L. V., Bucic, T., &amp;Phong, N. D. (2018). Cross-functional knowledge sharing, coordination and firm performance: The role of cross-functional competition. Industrial Marketing Management, 71, 123–134.</li> <li>9. ].</li> <li>10. .</li> <li>11. (2013)., So what is competitive advantage? We know we need it but not how to define it, Strategic Direction. Vol. 29. Iss.9.(2016)., Catch me if you can! Creating competitive advantage, Strategic Direction Vol. 32. Iss.4.</li> </ol>
<b>Average student workload outside classroom</b>	10 h
<b>Comments</b>	-
<b>Last update</b>	24.04.2023