

**Lviv Institute of
Private joint stock company
"Institution of higher education
"Interregional Academy of Personnel Management"**
(name of the training unit)

Department of Management, Economics and Tourism

Approved by:
Deputy Director for Teaching and
Educational Work

Approved at a meeting of the Department of
Management, Economics and Tourism
(name of the department)

(signature)
Candidate of Economic Sciences,
Associate Professor Parfenyuk Ye.I.
(Full name)
31.08.2021

Minutes № 01/21/22 dated 31.08.2021
Head of Department _____
(signature)
Candidate of Economic
Sciences, Associate Professor Danilyuk L.H.
(Full name)

SYLLABUS OF THE COURSE

Management of organizations' competitiveness

specialties: 073 Management
(code and name of the specialty)

educational level: the second (master's) level
(name of educational level)

educational program: Economics and Business Administration
(name of educational program)

specialization:
(if available) (name of specialization)

Developer (s) of the syllabus of the discipline:

Stefanyshyn Oksana Borysivna, Candidate of Economic Sciences, Associate Professor of the Department of Management, Economics and Tourism

Teacher:

Stefanyshyn Oksana Borysivna, Candidate of Economic Sciences, Associate Professor of the Department of Management, Economics and Tourism

The syllabus was considered and approved at a meeting of the Department of Management, Economics and Tourism

Protocol dated 31.08.2021 № 01/21/22

Head of the Department _____ L.H. Danyliuk

(signature)

The syllabus is agreed with the guarantor (head) of the educational program "Economics and Business Management"

(name of educational program)

31.08. 2021

Head (guarantor) of the educational program _____

(signature)

Syllabus is checked

31.08.2021

Deputy Director of

teaching and educational work _____ Ye.I. Parfenyuk

(signature)

Prolonged:

on 20 __ / 20__ a.y. _____ (_____), " ____ " ____ 20__, minutes № ____
(signature) (Full name)

on 20 __ / 20__ a.y. _____ (_____), " ____ " ____ 20__, minutes № ____
(signature) (Full name)

on 20 __ / 20__ a.y. _____ (_____), " ____ " ____ 20__, minutes № ____
(signature) (Full name)

on 20 __ / 20__ a.y. _____ (_____), " ____ " ____ 20__, minutes № ____
(signature) (Full name)

**PJSC HEI "Interregional Academy of Personnel Management"
Lviv Institute
Department of Management, Economics and Tourism**

| | |
|------------------------------------|---|
| Subjects | Management of organizations' competitiveness |
| Teacher (s) | Stefanyshyn Oksana Borysivna |
| Portfolio teacher (s) | http://li-maup.edu.lviv.ua/kafedry/kafedra-ekonomiky-ta-pidpryyemnytstva/osobovyy-sklad/ctarshyy-vykladach-stefanyshyn-oksana-borysivna/ |
| Contact phone | +38(032)-224-91-23 |
| E-mail: | <i>Oksana.stef@bigmir.net</i> |
| Discipline page on the site | http://li-maup.edu.lviv.ua/kafedry/kafedra-menedzhmentu-ekonomiky-ta-turyzmu/metodychne-zabezpechennya-navchalnykh-dystryplin-opp-ekonomika-ta-upravlinnya-biznesom-2y-mahisterskyy-riven/vybirkovi/upravlinnya-ugovorospromozhn/ |
| Consultations | <i>Thursday, 2 hours, 14.00-15.30, room 202</i> |

1. **Short annotation to the discipline.** Economic competition, as one of the fundamental and multifaceted phenomena and the basis of the mechanism of functioning commodity production and market economy, determines the functional tasks of management of modern organizations: one of which is the management of their competitiveness. That is why the discipline is aimed at developing professional skills to develop an effective system for managing the competitiveness of economic entities, the formation of competitive advantages and ensuring on their basis the viability of the organization, development and practical application of competitive strategies, as well as effective management decisions as on micro level so on macro level

2. **Goal:** to study the discipline "Management of competitiveness of organizations" - is the formation of higher education students a comprehensive approach to managing the competitiveness of the organization, based on mastering the principles, methods and mechanisms to increase competitiveness and efficiency of business entities and acquire management skills necessary for professional activity manager.

Objectives:

- acquainting students with the latest theory and modern practice of managing the competitiveness of organizations;
- mastering by students of theoretical and practical aspects of diagnostics of a competitive position of the organizations in the market;
- students acquire skills to analyze the industry as a whole and predict the evolution of organizations in the future, the position and behavior of competitors and their own position and translate this analysis into a competitive strategy in a particular business;
- formation of skills of independent development and acceptance of administrative decisions concerning management of competitiveness of the organizations;
- development of students' research and organizational skills to master and apply methodological approaches to gaining competitive advantage by the organization.

3. Course format: full-time (offline)

4. Program learning outcomes (integrated, professional competencies):

| Competence | The degree of formation of competence | Evaluation |
|---|--|---|
| Ability to solve complex problems and problems in the field of management or in the learning process, involving research and / or innovation under uncertain conditions and requirements. | Partly. Together with other educational components of the educational program. | Current (oral, written survey, testing, round table, brainstorming, business games); boundary (participation in colloquia, workshops, with the implementation of situational and calculation tasks of individuals and in mini-groups); final (evaluation of an individually completed task-case). |
| Ability to conduct research at the appropriate level. | Fully. Corresponds to the purpose of the course. | Boundary (participation in colloquia, assessment of individual and group tasks-cases in the form of a presentation); final (evaluation of an individually completed task-case). |
| Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge / types of economic activity). | Partly. Together with other educational components of the educational program. | Current (round table seminar, seminar in groups of choice, participation in discussion groups, business and role-playing games); boundary (colloquium, seminar in the form of debates, assessment of situational and calculation tasks in mini-groups). |
| Skills in the use of information and communication technologies; | Partly. Together with other educational components of the educational program. | Current, boundary, final (presentations of reports, messages, projects, work with electronic publications: textbooks, reference books, dictionaries, encyclopedias, participation in video conferences) |
| The ability to motivate people and move towards a common goal. | Partly. Together with other educational components of the educational program. | Current, boundary (participation in debates, seminars, colloquia, business and role-playing games, "brainstorming", assessment of group tasks-cases in the form of a presentation). |
| Ability to act on the basis of ethical considerations (motives). | Partly. Together with other educational components of the educational program. | Current, boundary, final - in the evaluation of written independent work, taking into account the principles of academic integrity. Current (oral, written survey, testing, round table, brainstorming, business games); boundary |

| | | |
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| | | (participation in colloquia, workshops, with the implementation of situational and calculation tasks of individuals and in mini-groups); final (evaluation of an individually completed task-case). |
| Ability to generate new ideas (creativity). | Partly. Together with other educational components of the educational program. | Current (participation in debates, discussion groups, "brainstorming"); boundary (assessment of individual and group tasks-cases, participation in colloquia, business and role-playing games); final (evaluation of an individually completed task-case and its public presentation). |
| Ability to abstract thinking, analysis and synthesis. | Partly. Together with other educational components of the educational program. | Current, boundary, final (participation in seminars, discussions, preparation of analytical materials, calculation work, presentation of reports, messages, individual and group projects). |
| Ability to select and use management concepts, methods and tools, including in accordance with defined objectives and international standards. | Partly. Together with other educational components of the educational program. | Current, milestone, final (when students prepare reports, presentations, develop individual and group projects). |
| Ability to set values, visions, mission, goals and criteria by which the organization determines further directions of development, to develop and implement appropriate strategies and plans. | Fully. Corresponds to the purpose of the course. | Boundary (assessment of situational and calculation tasks of individual and in mini-groups); final (evaluation of an individually completed task-case and its public presentation). |
| Ability for self-development, lifelong learning and effective self-management. | Partly. Together with other educational components of the educational program. | Current, boundary, final (when performing independent work, when preparing student reports, presentations, development of individual and group projects). |
| Ability to effectively use and develop the organization's resources. | Fully. Corresponds to the purpose of the course. | Boundary (assessment of group tasks-cases). Final (test in the form (assessment of an individually completed task-case and its public presentation). |

| | | |
|---|--|--|
| Ability to create and organize effective communications in the management process. | Partly. Together with other educational components of the educational program. | Current (participation in group work, debates, discussions, round tables, conferences); boundary (assessment of group tasks-cases in the form of a presentation). |
| Ability to form leadership qualities and demonstrate them in the process of managing people. | Partly. Together with other educational components of the educational program. | Current (participation in group work, debates, discussions, round tables, colloquia, conferences); boundary (assessment of group tasks-cases in the form of a presentation). |
| Ability to develop projects, manage them, show initiative and entrepreneurship. | Fully. Corresponds to the purpose of the course. | Current (participation in group work, debates, discussions, round tables, colloquia, conferences); boundary (assessment of group tasks-cases in the form of a presentation). |
| Ability to use psychological technology to work with staff. | Partly. Together with other educational components of the educational program. | Current (participation in debates, discussion groups, "brainstorming"); boundary (assessment of individual and group tasks-cases, participation in colloquia, business and role-playing games); final (evaluation of an individually completed task-case and its public presentation). |
| Ability to analyze and structure the problems of the organization, make effective management decisions and ensure their implementation. | Partly. Together with other educational components of the educational program. | Boundary (assessment of individual and group situational and calculation tasks); final (evaluation of an individually completed task-case and its public presentation). |
| Ability to manage the organization and its development. | Fully. Corresponds to the purpose of the course | Boundary (assessment of individual and group situational and calculation tasks); final (evaluation of an individually completed task-case and its public presentation). |

5. Course duration. 120 hours (4 ECTS credits), including: 34 hours of classroom work; 86 hours - independent work, credit - is conducted at the last seminar.

6. Status of the discipline: *selective cycle of professional training.*

7. Prerequisites: The course "Management of Organizations' Competitiveness" is related to such disciplines as "Microeconomics" and "Macroeconomics", "Fundamentals of Economic Analysis", "Management", "Communicative Management", "Business Economics",

"Enterprise Finance ", "Financial Management", "Marketing", "Personnel Management", "Strategic Management" studied at the bachelor's degree.

8. Hardware and software / equipment: multimedia projector and computer for classroom classes, access of masters to the Internet.

9. Course policy:

- Provides for individual tasks and teamwork.
- Execution of tasks in due time (deadlines).
- Working off missed classes is possible during self-training and teacher consultations.
- Observance of academic integrity (Identification of signs of academic dishonesty in the written work of the applicant - the lack of references to sources used, fabrication of sources, writing off is the basis for its non-inclusion, regardless of the extent of plagiarism) .
- Presentations and reports must be author's and original.
- All literature that masters will not be able to find on their own will be provided by the teacher exclusively for educational purposes without the right to transfer it to third parties. Students are also encouraged to use other literature and sources that are not among those recommended.

10. Course content: The course consists of **two content modules** . Each module, in turn, consists of lecture and seminar / practical parts:

- *Content module I. Scientific bases of competitiveness management* (lecture topics 1-6; seminar topics 1-4).

- *Content module II. Contents of the system of ensuring the competitiveness of the enterprise* (lecture topics 7-10; seminar topics 5-7).

11. Forms and methods of teaching.

The main types of educational classes are **lectures, seminars, consultations.**

The teaching *material* provides a combination of such forms and methods of teaching as lecture-conversation, lecture-discussion, lecture-analysis of a specific situation, lecture-consultation, written programmed lecture, lecture-questionnaire, binary lecture, lecture-conference.

Lecture-conversation - questions to the audience, invitations to collective research - a quick "brainstorming";

Lecture-discussion - a method of group discussion of the problem in order to clarify the truth by comparing different opinions, a way to organize joint activities in order to intensify the decision-making process in the group.

Lecture-analysis of a specific situation resembles a lecture-discussion: the teacher brings to the discussion not a question, but a specific situation (so-called micro-situations, which are shown to the audience orally or in the form of video, etc.). The teacher activates the dialogue with the help of specially directed questions, hints, comparison of different views, and sometimes their collision.

Lecture-consultation - for example, the first part of the lesson is conducted in the form of a lecture in which the teacher answers the questions of students that arose during the pre-search work, supplementing and developing them at its discretion; the second part takes the form of answers to additional questions of students, free exchange of views and ends with the final word of the lecturer.

Written programmed lecture - the teacher himself composes and offers questions to students; the teacher first asks to answer the prepared questions, and then analyzes and discusses the wrong answers.

Lecture-questionnaire - is used, as a rule, for a small and relatively prepared audience, which is a questionnaire with 15-20 questions on the topic of the lesson. Listeners under the guidance of the lecturer find out the answers to questions that do not cause them difficulties (they are followed by a short discussion, message-reminder of the material. These can be within 10 or more). The remaining ones are ranked according to the degree of complexity, relevance or subject matter , forming a lecture plan. This type of work allows you to immediately involve students in the work, gives the opportunity to find out their interests and identify the degree of preparedness on the topic, and them - to participate in the development of a lecture plan.

Binary lecture - a kind of presentation of material in the form of dialogue between two teachers (as representatives of different scientific schools) or a scientist and practitioner, teacher and student.

Lecture - conference - is held as a scientific - practical lesson on a pre-set problem and a system of reports lasting 5-10 minutes. Each presentation is a logically complete information within the program offered by the teacher (and in senior courses (master's degree) - and students). The set of presented speeches allows to cover the problem comprehensively. At the end of the lecture the teacher summarizes the independent work and performances of students, with their help formulates the main conclusions.

Seminars / practical classes are held in the form of: seminars-extended conversations, seminars-messages, seminars-debates (discussions, debates), seminars-defense of innovations (defense of projects), seminars-conferences, seminars-press conferences, seminars-"brainstorming", round tables, as well as their combinations, in the form of group forms (for example, pair learning, group work on a common topic (task, mini-project) - work in mini-groups, mutual learning groups, student instead of teacher, role and business games) and individual forms of work.

The higher education student works with information at home, in particular using the Internet (*see recommended literature*), performs oral and written tasks during classes, makes reports and presentations prepared both as a group and individually, models behavior in specific professional situations. The course program includes the following projects:

- development and presentation of group calculation and situational tasks-cases (*evaluation criteria see: Working curriculum of the discipline, p. 7.3.*);

- development and presentation of one individual calculation-situational task-case (*evaluation criteria see: Working curriculum of the discipline, p. 7.3.*).

12. Assessment of knowledge is carried out in accordance with the "Regulations on the assessment of academic achievement of higher education students in PJSC" HEI IAPM "(<https://drive.google.com/file/d/1ENRncPY-dU2qLke7awVKn1OdfG88Hg8D/view>).

Achievement assessment system

| Type of student activity | Maximum number of points per unit | Module 1 | | Module 2 | |
|--|-----------------------------------|-----------------|--------------------------|-----------------|--------------------------|
| | | number of units | maximum number of points | number of units | maximum number of points |
| Attending lectures | 1 | 6 | 6 | 4 | 4 |
| Attending seminars | 1 | 4 | 4 | 3 | 3 |
| Work at a seminar | 10 | 4 | 40 | 3 | 30 |
| Performing tasks for independent work | 5 | 1 | 5 | 1 | 5 |
| Execution of modular work | 25 | 1 | 25 | 1 | 25 |
| Execution of ISRT | 30 | - | - | - | - |
| Together | - | | 80 | | 67 |
| Maximum number of points: 147 | | | | | |
| 147: 100 = 1.47. The student scored X points; Calculation: X: 1.47 = total number of points. | | | | | |

13. Tasks for independent work and criteria for its evaluation.

Independent work includes research of electronic sources, search of printed publications (scientific works, articles in periodicals, documents, official reports, statistical materials, legislative and other regulations by discipline).

Evaluation criteria:

- content - 3 points

- compliance with the topic and design requirements - 2 points.

The maximum number of points for independent work is 5 points.

14. Forms of current, boundary (modular) control and evaluation criteria.

Current control takes place during the study of the discipline in seminars in the form of: oral and written testing, passing tests, round seminars, participation in group work, discussions, participation in business games, "brainstorming", conferences and seminars with individual work. During the current control, the following components are evaluated:

- completeness of the answer (taking into account the independently processed material) - 3 points;
- analysis of different points of view, sources of literature, approaches to studying the problem (question), analysis of practical situations - 5 points;
- free possession of information, answers to additional questions - 2 points.

The maximum number of points is 10 points.

Boundary (modular) control occurs at the end of the study of blocks of content modules and is carried out at a workshop in the form of assessment of individual (or group) calculation and situational tasks-cases with a presentation (5-7 minutes with slides). During the boundary (modular) control the following components are evaluated:

- *external assessment of the task-case*: the significance and relevance of the problems, their adequacy to the subject under study; correctness of the used research methods and methods of processing of the received results; activity of each of the project participants in accordance with its potential individual capabilities; the collective nature of the decisions made (subject to a group project); the nature of communication and mutual assistance, complementarity of project participants; necessary and sufficient depth of penetration into the problem; attracting knowledge from other fields; provability of decisions, the ability to argue their conclusions; aesthetics of registration of results of the carried-out work; ability to answer opponents' questions, conciseness and argumentation of answers of each member of the group; social significance of the project (the importance of the results of work for the development of social interaction between the participants of the design, the formation of role behavior, further implementation in society - 8 points;
- *design and execution of the task-case*: reality, practical orientation and significance of the work; volume and completeness of developments, independence; level of creativity, originality of disclosure of a theme, approaches, the offered decisions; argumentation of the proposed solutions, approaches, conclusions, completeness, bibliography, citations; record quality: design, compliance with standard requirements, rubrication and structuring of the text - 10 points;
- *defense and presentation of the task-case*: quality of the report: composition, completeness of presentation of work, approaches, results, argumentation, volume of the thesaurus, persuasiveness and conviction; volume and depth of knowledge on the topic (subject), erudition, between subject connections; pedagogical orientation: speech culture, manner, use of clarity, sense of time, improvisational beginning, holding the audience's attention; answers to questions: completeness, argumentation, friendliness, desire to use answers for successful disclosure of the topic and strengths of the work; business and strong-willed qualities of the speaker: responsibility, aspiration to reach high results, readiness for discussion, ability to work with an overload, friendliness, contact - 7 points.

The maximum number of points is 25 points.

15. Forms of semester control and assessment criteria:

Credit. For the test, masters prepare to defend the completed calculation (situational) task-case (Contents of tasks, methodological recommendations for conducting and assessing the test, see the *working curriculum of the discipline*).

16. Indicative list of questions for the semester complex control (*see: Working curriculum of the discipline, item 7.5*).

An evaluation questionnaire to assess the quality of the course will be provided upon completion of the course.

17. Scale of conformity of assessments

18. Recommended sources (literature):

| The sum of points for all types of educational activities | ECTS assessment | Score on a national scale | |
|---|-----------------|---|---|
| | | for exam, credit , practice | for credit |
| 90 - 100 | A | excellent | passed |
| 82-89 | B | good | |
| 75-81 | C | | |
| 68-74 | D | | |
| 60-67 | E | | |
| 35-59 | FX | unsatisfactory with the possibility of re-examining | failed with the possibility of re-crediting |
| 1-34 | F | unsatisfactory with obligatory re-studying the discipline | failed with obligatory re-studying the discipline |

Basic:

1. Balabanova L.V. Management of enterprise competitiveness: textbook/ L.V. Balabanova, H.V. Krivenko, I.V. Balabanova. - K.: VD «Profesional», 2019. - 256 p.
2. Kobylyatsky L.S. Management of competitiveness: textbook- Kyiv: Foreign Trade, 2017. - 301 p.
3. Management of competitiveness of enterprises: textbook / Pyatnytska H.T., Pyatnytska N.O., Shumska S.S., Fedorchenko N.V., Helych A.A., Pyatnytsky D.V. For general. ed. Dr. econ. science, Prof. H.T. Pyatnytska. - Kyiv: Condor Publishing House, 2017. - 700 p.
4. Tsibulska E.I. Competitiveness of the enterprise: textbook. manual; Nar. ukr. acad. - Kharkiv: NUA Publishing House, 2018. - 320 p.

Additional:

5. Lupak R.L. Competitiveness of the enterprise: / R.L. Lupak, T.H. Vasylytsiv. - Lviv: LKA Publishing House, 2016. - 484 p.
6. Ivanov Yu. B. Competitive advantages of the enterprise: assessment, formation and development: monograph. - Kharkiv: VD "INZHEK", 2018. - 352 p. <https://exam.nuwm.edu.ua/course/view.php?id=35>
7. Sinitsa S.M., Hryniv L.V., Krupa O.M. Management of enterprise competitiveness: a textbook marked "Recommended by the Ministry of Education and Science of Ukraine as a textbook for students of higher educational institutions". - Ivano-Frankivsk, 2010 - 407 p.
8. Dolzhansky I.Z., Zagorna T.O. Competitiveness of the enterprise: textbook. K. : Center for Educational Literature, 2006. - 384 p.
9. Balabanova L.V., Kholod V.V. Strategic marketing management of enterprise competitiveness: textbook. - K. : VD "Professional", 2006. - 448 p.
10. Porter M. Competitive strategy. Methods of analysis for industries and competitors. M. : Alpina, 2015. - 453 p.
11. Porter M. Competitive advantage. How to achieve a high result and ensure its sustainability. M. : Alpina Publisher, 2015. - 453 p.

12. Porter M. International competition. Competitive advantages of countries. M.: Alpina Publisher, 2016. - 947 p.
13. Piddubna L.I. Competitiveness of economic systems: theory, mechanism of regulation and management: monograph. H.: VD "INZHEK", 2007. - 368 p.
14. Management of competitiveness of enterprises in modern conditions: a collective monograph / for general ed. Doctor of Economics, Prof. Sharko M.V. - Kherson: P.E. Vyshemirsky V.S., 2016. - 177 p.
15. Fathudinov R.A. Management of competitiveness of the organization: textbook / R.A. Fathudinov, H.A. Osovskaya. - K.: Kondor, 2009. - 470 p.
16. Competitiveness of the enterprise: textbook / P.I. Yukhimenko, M.V. Vikhor, Yu. S. Hrynychuk, N.V. Koval, L.P. Khakhula, O.I. Shemigon, etc.; for general ed. Doctor of Economics, Professor, Academician of NAAS of Ukraine A.S. Danylenko. Kyiv: Center for Educational Literature, 2020. - 320 p.
17. Enterprise potential management: textbook/ N.V. Koval. Bila Tserkva: BNAU, 2018. - 375 p.
18. Competitiveness of the agrarian enterprise: textbook/ P. I. Yukhimenko, A.I. Shemihon etc.; for general ed. Doctor of Economics, Professor, Academician of NAAS A.S. Danylenko. Bila Tserkva: BNAU, 2018. - 248 p.
19. Sharko M.V. Management of competitiveness of enterprises in modern conditions: collective monograph / for general ed. Doctor of Economics, Prof. Sharko M.V. Kherson: P.E. Vyshemirsky VS, 2016. - 177 p.
20. Kuzmin O.E. Competitiveness of the enterprise: planning and diagnostics: monograph / O.E. Kuzmin, O.G. Melnyk, O.P. Romanko; for general ed. Doctor of Economics, Prof. Kuzmina O.E. Ivano-Frankivsk: IFNTUNG, 2011. - 180 p.
21. Competitiveness of enterprises in a market economy: in 3 volumes: Volume 2: Theoretical and methodological foundations of competitiveness: [monograph] / [V. I. Gavrish, OM Yatsenko, VI Perebyinis, etc.] for general ed. VS Nitsenko, OV Zakharchenko, MA Zaits. Odessa: VMV, 2015. - 174 p.
22. Miklovda V.P., Britchenko I.G., Kubiniy N. Yu., Kolodynsky S.B., Tsitsak L.M. Strategic management of competitiveness: epistemological approaches and practice issues: monograph. Poltava, 2012. - 297 p.
23. Viktoriia D. Filippova, Viktoriia A. Budnyk, Halyna V. Mykhailiv, Liubov V. Hryniv, Olga I. Los PUBLIC PRIVATE PARTNERSHIP PROJECT MANAGEMENT: BENEFITS FOR THE STATE AND BUSINESS. International Journal of Management. Volume 11, Issue 3, March 2020, pp.602– 611, Article ID: IJM_11_03_062 Available online at <http://www.iaeme.com/ijm/issues.asp?JType=IJM&VType=11&IType=3> Journal Impact Factor (2020): 10.1471 (Calculated by GISI) www.jifactor.com ISSN Print: 0976-6502 and ISSN Online: 0976-6510 http://www.iaeme.com/MasterAdmin/Journal_uploads/IJM/VOLUME_11_ISSUE_3/IJM_11_03_062.pdf
24. Tom Connor. Managing for competitiveness: a proposed model for managerial focus. <https://onlinelibrary.wiley.com/doi/abs/10.1002/jsc.633>
25. Business Competitiveness: How to make the company more competitive? <https://www.gb-advisors.com/business-competitiveness/>

Electronic resources

1. Chursin A., Makarov Y. (2015) Formation of the Theory of Competitiveness Management. In: Management of Competitiveness. Springer, Cham. https://doi.org/10.1007/978-3-319-16244-7_2 <http://www.dorada.org.ua/pro-asotsiatsiyu/pro-nasdsu/nasdsu.html>
2. <https://www.cjournal.cz/> Journal of Competitiveness
3. <http://www.tfzr.uns.ac.rs/jemc/> Journal of Engineering Management and Competitiveness (JEMC)
4. <https://www.springer.com/journal/42943> International Journal of Global Business and Competitiveness
5. <http://case-ukraine.com.ua/news/> Center for Socio-Economic Research CASE Ukraine.
6. <http://www.uamc.com.ua> Ukrainian Association of Management Consultants (UAMC).
7. <https://cmc-ukraine.com/> All-Ukrainian Association of Management Consultants (IMC-Ukraine)
8. <http://thailandcompetitiveness.org/home> TMA Center for Competitiveness

Information resources:

Library named after V.I. Vernadsky. URL: <http://www.nbu.gov.ua/>

Library named after V.G. Korolenko. URL: <http://korolenko.kharkov.com/>

Library of KhNTUSG. URL: <https://library.khntusg.com.ua/>

Electronic library. URL: <http://lib.meta.ua/>

Student electronic library URL: <http://www.lib.ua-ru.net/>

Regulatory framework of Ukraine URL: <http://zakon3.rada.gov.ua/>

State Statistics Service of Ukraine URL: <http://www.ukrstat.gov.ua/>

V. EDUCATIONAL-METHODICAL SCHEME OF THE DISCIPLINE
" MANAGEMENT OF ORGANIZATIONS' COMPETITIVENESS "

Total: 90 hours, including 20 hours. - lectures, 14 hours - seminars, independent work - 54 hours.

| | | | | | | |
|--------------------------------|---|--|--|--|---|--|
| Scores for the semester | 147 | | | | | |
| Modules | Content module I | | | | Content module II | |
| Module name | Scientific bases of competitiveness management (80) | | | | Contents of the system of ensuring the competitiveness of the enterprise (67) | |
| Lectures | 1 (1 point) | 2 (1 point) | 3-4 (2 points) | 5-6 (2 points) | 7-8 (2 points) 4 (1 point) 5 (1 point) | 9-10 (2 points) 7 (1 point) 8 (1 point) |
| Lecture topics | Theoretical foundations of competition. | State regulation of competition in Ukraine. | Scientific approaches to assessing and managing the competitiveness of the organization. | The essence and classification of basic management methods of competitiveness. | The essence of the external environment of the organization. | The content of management and target subsystems of the organization. |
| Seminars and practical classes | 1 (10 points - work in class; 1 point - presence) | 2 (10 points -work in class; 1 point - presence) | 3 (10 points -work in class; 1 point - presence) | 4 (10 points -work in class; 1 point - presence) | 5 (10 points -work in class; 1 point - presence) | 6-7 (20 points -work in class; 2 points - presence) |
| Topics of seminars | Theoretical foundations of competition. | State regulation of competition in Ukraine. | Scientific approaches to assessing and managing the competitiveness of the organization. | The essence and classification of basic management methods of competitiveness. | The essence of the external environment of the organization. | The content of management and target subsystems of the organization. |
| Independent work | 1 (5 points) | | | | 2 (5 points) | |
| Current control | modular control work №1 (25 points) | | | | modular control work №2 (25 points) | |
| Final control | Estimated coefficient: 1.47 | | | | | |