

Abstract discipline "Competitiveness in innovation"

Discipline Program "Competitiveness in innovation" composed according to the educational and vocational training programs for bachelor specialty "Management".

The **purpose** of discipline "Competitiveness in innovation" is to develop the students' abilities, deepening theoretical knowledge, the mastery of modern methodological tools and practical skills for effective management of competitiveness of enterprises in the current economic conditions.

As required educational and professional program students after mastering the discipline must demonstrate the following learning outcomes:

knowledge:

- Major competitive advantage and ways of achieving a particular company depending on the situation;
- Basic kinds of competitive strategies, the main types of markets, their respective strategies effective competition;
- General and specific factors that determine the competitiveness of enterprises;
- The content of the main provisions of the modern concept of management of innovation;
- Sequence of the creation of the enterprise quality management system and ensure its effective functioning;
- The essence of the general concept of competitiveness management company and the specific features of competitiveness management organizations of various types;

skill:

- Analyzing the situation of the company in a competitive environment;
- Analyzing the competitive advantages held by the company, and identifying those to be achieved in the future to improve its competitiveness;
- Calculations related to the assessment of the degree of intensity of competition;
- Calculations and analysis of individual, group and integrated indicators competitiveness and enterprise competitiveness;
- Identify and specify the management functions of the enterprise competitiveness.

experience:

- Study the organizational and technical solutions aimed at improving product quality and productivity;
- Diagnosis and revision of the current competitive strategy;
- Strategic planning;
- Identify goals;
- The development of competitive strategy;
- Formation of a plan to ensure the competitiveness of enterprises;
- Assessing the current strategy and a program of strategic change;
- Assessing the competitiveness and potential of the company.

Academic discipline belongs to the cycle of free choice of students.

The quality and success of assimilation dependent on the presence of students master the course of a knowledge base of legal disciplines as "Innovation Management", "Macroeconomics", "International Economics", "Business Economics", "Management", "Strategic Management" .