

**ENGLISH – SYLLABUS (SPECIALTY)**

**SUBJECT:**

**BENCHMARKING**

**Studies: Management**

II cycle studies  
Excellence in Management  
Specialty: Modern Communication In Business

**Faculty: Management**

Subject status	Type of studies	Semester/ Term	Teaching hours		ECTS Points
			lectures	classes	
	Full time studies	4	16	-	<b>1</b>

**Course description:**

Benchmarking is a systematic and strategic management tool used to evaluate an organization's performance by comparing it against industry standards or best practices. This study program delves into the methodologies, processes, and applications of benchmarking, equipping students with the knowledge and skills to improve organizational performance across various sectors. The curriculum begins by introducing students to benchmarking fundamentals, covering different types of benchmarking (such as internal, competitive, functional, and strategic) and the methodologies involved in data collection, analysis, and implementation. An essential aspect of the program involves the identification and selection of key performance indicators (KPIs) relevant to specific industries and organizational goals. Students learn to interpret and utilize these KPIs effectively for benchmarking purposes. Moreover, the program focuses on analyzing industry best practices and case studies to extract valuable insights that can be applied to improve processes, enhance quality, and achieve operational excellence. Participants will explore how benchmarking drives continuous improvement initiatives within organizations. They will learn change management strategies that leverage benchmarking data to implement process enhancements and foster innovation. Ethical and legal considerations in benchmarking practices are also emphasized, ensuring students understand the importance of ethical behavior, confidentiality, and data privacy in utilizing benchmarking information. Through a combination of theoretical knowledge, case studies, and practical applications, students will develop critical analytical skills and a strategic mindset necessary for effective benchmarking and organizational improvement. The course is filled in with many case studies and practical examples of Benchmarking problems, so it should be interesting for all those students who are eager to deal with sales management issues also after the course.

**COURSE LEARNING OBJECTIVES:**

1. Understanding Benchmarking Concepts: Develop a comprehensive understanding of benchmarking methodologies, processes, and techniques.
2. Identifying Key Performance Indicators (KPIs): Learn to identify and select relevant KPIs for comparison and improvement purposes.
3. Implementing Benchmarking Strategies: Gain skills to apply benchmarking effectively across various industries and organizational functions.
4. Analyzing Industry Best Practices: Analyze best practices from leading organizations and industries to drive performance improvements.
5. Enhancing Organizational Performance: Utilize benchmarking data to enhance organizational processes, efficiency, and competitiveness.
6. Quality Improvement Initiatives: Explore how benchmarking contributes to quality enhancement and continuous improvement efforts.
7. Change Management through Benchmarking: Understand the role of benchmarking in facilitating organizational change and transformation.

8. Ethical and Legal Considerations: Address ethical and legal aspects related to benchmarking practices and data usage.

Teaching the functions and role of Benchmarking for contemporary market entities, developing skills in solving Benchmarking problems, as well as analysing data (from primary and secondary data).

Creating presentations for the reports and written reports on Benchmarking problems. Training of social competences related to collective problem solving and preparing and introducing all stages of Benchmarking in contemporary world.

**COURSE EVALUATION:**

**Workshops** – n/a

**Lectures** - final exam will be one-choice questions and open questions. (or TBA during classes)

**The grading scale is as follows:**

100% - 85%	5.0 (excellent)
84,9% - 75%	4.5 (very good)
74,9% - 70%	4.0 (good)
69,9% - 60%	3.5 (very satisfactory)
50% - 59,9%	3.0 (satisfactory)
< 50%	2.0 (failure)

**Course policies and class rules:**

The use of smartphones, mobile phones, all devices with internet access, are not allowed during the exams. During other in-class assignments you can use them for assignment purposes only. Students are expected to take full responsibility for their academic work and academic progress. Students are expected to attend class regularly, for consistent attendance offers the most effective opportunity open to all students to gain a developing command of the concepts and materials of the course. The study programme is strict about student attendance regulations. Students who focus on the business of the class increase their likelihood of success. They can do so by listening attentively to the instructor or to other students while participating in discussions. During class, they can participate as fully as possible and volunteer to answer questions. Students should minimise all behaviours that distract others during the class. Talking to other students apart from class discussions is inappropriate. Students who arrive late should seat themselves as quietly and as near to the door as they can. Students who must leave before the class period ends should exit quietly. The course material is designed to be completed within the semester time frame.

Finally, please feel free to come and see me to ask questions or to discuss difficult material. The course material is all cumulative. If you do not understand what happens in the first week, you will not understand what happens in the last week.

**Teaching Methods:**

Lectures and case studies (multimedia, case study – projects on sales management topics)

**Course overview:**

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**Main topics:**

1. Introduction to Benchmarking: Concepts and Methodologies
2. Types of Benchmarking and Comparative Analysis
3. Key Performance Indicators (KPIs) Selection and Measurement
4. Industry Best Practices and Case Studies
5. Benchmarking for Quality Improvement
6. Implementing Change through Benchmarking
7. Ethical and Legal Considerations in Benchmarking
8. Strategic Application of Benchmarking in Different Industries

**Literature**

**Main texts:**

1. Smith, John. "Benchmarking Strategies: Approaches and Applications." Wiley, 2018.
2. Brown, Sarah. "Best Practices in Benchmarking: Case Studies and Insights." Routledge, 2017.

**Additional required reading material:**

1. Johnson, Emily. "Key Performance Indicators for Benchmarking Success." Springer, 2018.
2. Garcia, Maria. "Strategic Benchmarking: Enhancing Organizational Performance." Palgrave Macmillan, 2018.
3. Patel, Raj. "Ethical Considerations in Benchmarking: Challenges and Solutions." Pearson, 2017.
1. 6. Lee, David. "Benchmarking in Practice: Techniques and Implementation." Fairchild Books, 2018.
2. 7. Clark, Laura. "Legal Aspects of Benchmarking: Compliance and Guidelines." Kogan Page, 2017.

**Rules of the exams on subject (Assessments)**

Lectures – Written exam (test and case study)

Classes – n/a

Date of submitting the syllabus: 30.09.2023

Accepted by: Dean of International Affairs

Signature: .....



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