INTERNATIONAL STANDARDS IN BUSINESS EDUCATION -
COMPETITIVE ADVANTAGE OF COMPANIES AND REGIONS IN
THE KNOWLEDGE BASED ECONOMY

Summary

The simple sources of competitive advantage of the company or region are
going to the end. Many organizations are looking for the new ways of competing.
The searching process is also important when we take into consideration the new
business landscape in which business environment changes, knowledge based
economy, weaknesses of traditional forms of education are needed to survive.
taking into account an indicated business and education challenges, the role of
international standards in business education is discussed in the paper.

Translated by Robert Kozielski