COURSE DETAILS

Course Code: C11CS  
Full Course Title: Competitive Strategy  
SCQF Level: 11  
SCAF Credits: 15  
Available as Elective: No

DELIVERY LEVEL

Undergraduate: No  
Postgraduate Taught: Yes  
Postgraduate Research: No

COURSE AIMS

• To provide students with a sound understanding of the theoretical and practical issues involved in employing competitive strategy in organisations.  
• To allow students to adopt an informed and critical understanding of a number of widely used conceptual frameworks which will be of immediate and real value in future careers.  
• To strategically analyse and propose solutions to business case scenarios  
• Enhance business planning skills and strategic thinking

LEARNING OUTCOMES – SUBJECT MASTERY

1. To understand the integrative nature of competitive strategy.  
2. To be adept at utilising and applying the competitive strategy tools and knowledge in a practical or academic context through the use of global case studies.  
3. To encourage students to systematically and critically examine the effectiveness of the key competitive strategy conceptual frameworks/models of analysis.  
4. To identify and evaluate the role of organisational design and change management in strategy-implementation.

LEARNING OUTCOMES – PERSONAL ABILITIES

1. To develop analytical and problem-solving skills appropriate for a variety of subject and non-subject specific contexts.  
2. To develop a capacity to explain strategic analysis and justify strategic choices in a coherent manner.  
3. To develop independent working skills.  
4. To develop communication skills, report writing.

SYLLABUS

• Introduction  
• Organisational Focus  
• Competition
C11CS Competitive Strategy

- Industry Structure
- Value Creation
- Influencing via Design
- Managing Change
- Cultural Change
- Corporate Strategy
- Course Review

COURSE RELATIONSHIPS
N/A

LOCATION AND ASSESSMENT METHODS

<table>
<thead>
<tr>
<th>Edi</th>
<th>SBC</th>
<th>Ork</th>
<th>Dub</th>
<th>Malay</th>
<th>IDL</th>
<th>COLL</th>
<th>ALP</th>
<th>OTH</th>
<th>Method</th>
<th>Weight</th>
<th>Exam Mins</th>
<th>Type</th>
<th>Diet</th>
<th>Synoptic Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Examination</td>
<td>50</td>
<td>180</td>
<td>Assessment</td>
<td>Semester 1</td>
<td></td>
</tr>
<tr>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Coursework</td>
<td>50</td>
<td></td>
<td>Assessment</td>
<td>Semester 1</td>
<td></td>
</tr>
<tr>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Examination</td>
<td>100</td>
<td>180</td>
<td>Reassessment</td>
<td>Semester 3</td>
<td></td>
</tr>
</tbody>
</table>