### COURSE DETAILS

<table>
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<tr>
<th>Course Code: C11CS</th>
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<tbody>
<tr>
<td>Full Course Title: Competitive Strategy</td>
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<tr>
<td>SCQF Level: 11</td>
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<tr>
<td>SCAF Credits: 15</td>
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<td>Available as Elective: No</td>
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### 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

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<tr>
<th>Edi</th>
<th>SBC</th>
<th>Ork</th>
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