C11CS Competitive Strategy

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
Additional Information:

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
• Industry Structure
• Value Creation
• Influencing via Design
• Managing Change
• Cultural Change
C11CS Competitive Strategy

- Corporate Strategy
- Course Review

**COURSE RELATIONSHIPS**

N/A

**LOCATION AND ASSESSMENT METHODS**

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