# C11CS Competitive Strategy

## COURSE DETAILS

<table>
<thead>
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<th>Course Code</th>
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<tr>
<td>Full Course Title</td>
<td>Competitive Strategy</td>
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<tr>
<td>SCQF Level</td>
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<tr>
<td>SCAF Credits</td>
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## DELIVERY LEVEL

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## 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

<table>
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<tr>
<th>Edi</th>
<th>SBC</th>
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