

Module Title	Competitive Strategy	School	Management and Languages				On or Off-Campus	on	
Module Co-ordinator	John Sanders	SCQF Level	11	Module Code	C11CS	Semester	1	Credits	15

1. Pre-requisites	None								
2. Linked Modules (specify if synoptic)	None								
3. Excluded Modules	None								
4. Replacement Module	Code:	C11ST	5. Availability as an Elective		Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	
	Date Of Replacement:	Strategy & Intrapreneurship							
6. Degrees for which this is a core module	C147-SPM/C145-SPM/C140-SPM MSc/PGDip/Cert Strategic Project Management C137-SPM/C135-SPM/C130-SPM MSc/PGDip/Cert Strategic Project Management (European)								
7. Aims									
<ul style="list-style-type: none"> • To integrate business concepts and ideas in order to understand how companies compete ▪ To develop and understand the interactions and relationships between concepts ▪ To examine the individual components of the strategic management models ▪ To consider how companies may operate more successfully ▪ To provide students with an in-depth theoretical understanding of the competitive environment ▪ To provide students with an understanding of competitive advantage ▪ To enable students to critique traditional and contemporary strategic theories ▪ To provide students with knowledge and understanding of varied theoretical routes to competitive advantage ▪ To provide students with the knowledge to analyse business case studies ▪ To strategically analyse and propose solutions to business case scenarios ▪ Enhance business planning skills and strategic thinking 									
8. Syllabus									
<ul style="list-style-type: none"> ▪ Introduction to the Schools of Strategy ▪ Vision, Mission and Strategic Objectives ▪ Analysing the Strategic Environment ▪ Analysing Resources and Capabilities ▪ Exploring the strategy through cost, focus and differentiation ▪ Responding to shifts in competitive Advantage ▪ Developing Strategic Options ▪ Implementation of strategic options ▪ Strategic Alliances ▪ Managing Strategic Change 									

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9. Learning Outcomes (HWU Core Skills: Employability and Professional Career Readiness)

Subject Mastery	<p>Understanding, Knowledge and Cognitive Skills Scholarship, Enquiry and Research (Research-Informed Learning)</p> <p>The teaching sessions will be supported by business case-studies relating to various parts of the syllabus. This will allow students to:</p> <ul style="list-style-type: none"> ▪ Understand the dynamics of and critically analyse the strategic management process ▪ To critically analyse and evaluate business case studies ▪ To strategically analyse and evaluate hypothetical business issues ▪ To develop the knowledge and understanding of strategic planning ▪ Critically analyse the implementation of strategy
Personal Abilities	<p>Industrial, Commercial & Professional Practice Autonomy, Accountability & Working with Others Communication, Numeracy & ICT</p> <ul style="list-style-type: none"> ▪ Participating in a scenario-based case study to improve analytical, team working, communication and presentation skills. ▪ Participating in business games and scenarios to enhance experiential learning and problem solving ▪ Debate and discuss current business case studies to understand and analyse the competitive environment

10. Assessment Methods

11. Re-assessment Methods

Method	Duration of Exam (if applicable)	Weighting (%)	Synoptic modules?	Method	Duration of Exam (if applicable)
Examination	2 hours	60%		100% Examination	2 hours
Coursework		40%			

12. Date and Version

Date of Proposal		Date of Approval by School Committee		Date of Implementation		Version Number	
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