



Course Outline (Higher Education)

School:	Federation Business School
Course Title:	COMPETITIVE ANALYSIS
Course ID:	BUENT2622
Credit Points:	15.00
Prerequisite(s):	(BE507 or BUECO1507 or BUECO1509) (At least 75 credit points from ANY subject-area at any level)
Co-requisite(s):	Nil
Exclusion(s):	Nil
ASCED:	080301

Description of the Course:

This course will focus on the nature of competitiveness and enterprise performance in competitive environments. Topics include: the concept of competitiveness; the theory of the firm; industry and competitive analysis; industry and intra-industry environment; internal environment of the firm; game theory and strategy choice; analysis of competitive advantage; competition in different industry contexts.

Grade Scheme: Graded (HD, D, C, P, MF, F, XF)

Work Experience:

No work experience: Student is not undertaking work experience in industry.

Placement Component: No

Supplementary Assessment: Yes

Where supplementary assessment is available a student must have failed overall in the course but gained a final mark of 45 per cent or above and submitted all major assessment tasks.

Program Level:

Level of course in Program	AQF Level of Program					
	5	6	7	8	9	10
Introductory	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Level of course in Program	AQF Level of Program					
	5	6	7	8	9	10
Intermediate	■	■	✓	■	■	■
Advanced	■	■	■	■	■	■

Learning Outcomes:

Knowledge:

- K1.** Examine the competitive environment and drivers of change
- K2.** Identify the influence of internal and external factors on performance
- K3.** Analyse the impact of industry and firm specific conditions
- K4.** Compare the linkages between competitiveness and performance
- K5.** Recognise the role of scale and scope
- K6.** Evaluate the impact of turbulence, unpredictability, and intense competition on the business environment

Skills:

- S1.** Assess competitive advantage and competitive strategy using qualitative and quantitative data
- S2.** Integrate theory and practice in assessing complex competitive situations
- S3.** Analyse firm, financial market, organisational and production data
- S4.** Transfer knowledge and operational skills to both specialist and non-specialised audiences and demonstrate numerical, oral and/or written communication

Application of knowledge and skills:

- A1.** Transfer and apply knowledge and skills in a range of situations
- A2.** Estimate the implication of complexity for strategic leadership in reconciling corporate social responsibility
- A3.** Use initiative and judgement in reading media articles/programmes related to business strategy and competitiveness, and assess how they would affect their interests and those of others.

Course Content:

The content of the course will focus on the nature of competitiveness and enterprise performance in competitive environments. These include:

Topics may include:

- The concept of competitiveness;
- The theory of the firm, goals, values and performance;
- Industry and competitive analysis, industry and intra- industry environments;
- Internal environment of the firm: resources and capabilities analysis, organisation and management systems;

- Game theory and strategy choice;
- Analysis of competitive advantage: nature and sources of competitive advantage, cost advantage and differentiation advantage;
- Competition in different industry contexts: industry evolution, technology-based industries, mature industries.

Values:

- V1.** Appreciate the complexity of competitiveness and firm resources in strategic choice;
- V2.** Develop an interdisciplinary approach to understanding strategy and competitiveness;
- V3.** Appreciate the emerging impact of global and technology factors on performance development;
- V4.** Have the capacity to make decisions on business problems;
- V5.** Develop a sustained interest in competitiveness and strategy.

Graduate Attributes

The Federation University FedUni graduate attributes (GA) are entrenched in the [Higher Education Graduate Attributes Policy](#) (LT1228). FedUni graduates develop these graduate attributes through their engagement in explicit learning and teaching and assessment tasks that are embedded in all FedUni programs. Graduate attribute attainment typically follows an incremental development process mapped through program progression. **One or more graduate attributes must be evident in the specified learning outcomes and assessment for each FedUni course, and all attributes must be directly assessed in each program**

Graduate attribute and descriptor		Development and acquisition of GAs in the course	
		Learning Outcomes (KSA)	Assessment task (AT#)
GA 1 Thinkers	Our graduates are curious, reflective and critical. Able to analyse the world in a way that generates valued insights, they are change makers seeking and creating new solutions.	K2, K3, K4, K5, K6, S1, S3, A2, A3	AT2, AT3
GA 2 Innovators	Our graduates have ideas and are able to realise their dreams. They think and act creatively to achieve and inspire positive change.	K5, S2, A1	AT2
GA 3 Citizens	Our graduates engage in socially and culturally appropriate ways to advance individual, community and global well-being. They are socially and environmentally aware, acting ethically, equitably and compassionately.	K1, K2, K3, K6, S2, A2, A3	AT1
GA 4 Communicators	Our graduates create, exchange, impart and convey information, ideas, and concepts effectively. They are respectful, inclusive and empathetic towards their audience, and express thoughts, feelings and information in ways that help others to understand.	S4	AT1
GA 5 Leaders	Our graduates display and promote positive behaviours, and aspire to make a difference. They act with integrity, are receptive to alternatives and foster sustainable and resilient practices.	A1, A2	AT2

Learning Task and Assessment:

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
K1, K2, K3, K4 S1, S4 A1, A3	Oral presentation and written summary of a current article relating to competitive analysis principles from the business and/or financial press	Oral presentation and written summary	10- 20%
K1, K2, K4, K5, K6 S1, S2, S3, S4 A1, A2, A3	Individual or group case analysis to develop and enhance knowledge and skills in competitive analysis principles	Written case report	30-40 %
K1, K3, K4, K6 S1, S2, S3 A1, A2	Calculations and problem solving: Written paragraph type explanations	Final summative assignment	40-60 %

Adopted Reference Style:

APA

Refer to the [library website](#) for more information

Fed Cite - [referencing tool](#)