

School / Faculty: Federation Business School

Course Title: COMPETITIVE ANALYSIS

Course ID: BUMKT5922

Credit Points: 15.00

Prerequisite(s): Nil

Co-requisite(s): Nil

Exclusion(s): Nil

ASCED Code: 080505

Grading Scheme: Graded (HD, D, C, etc.)

Program Level:

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

Learning Outcomes:

Knowledge:

- K1.** Identify the key macro-environment issues and how these influence business management decisions and decision
- K2.** Assess the dynamics and issues that operate within respective industry sectors (sub-sectors) and how these will shape and guide business management
- K3.** Identify and relate the many areas of firm level analysis and how such an understanding will influence business decision making and associated firm performance
- K4.** Appraise the main forms of business strategy options that can be considered and implemented
- K5.** Critically analyse business management decisions in the light of wider contexts and operating environments
- K6.** Recognise the many linkages between the sources of competitive advantage and overall organisational competitiveness and performance

Skills:

- S1.** Research and investigate an organisation's operating environment
- S2.** Synthesise and interpret the inter-linkages and inter-dependencies that exists—both within an organisation and between organisations and its wider environment

Course Outline (Higher Education)

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- S3.** Critically evaluate the sustainable competitive advantage (and its underlying drivers) for an organisation
- S4.** Critique the performance of an organisation
- S5.** Develop and provide, with supporting rationale, strategic options for the organisation's future

Application of knowledge and skills:

- A1.** Adopt and apply a rigorous and balanced approach to research and analysis, and associated synthesis and interpretation of the key factors shaping and impacting management decisions and decision making, with the appropriate use of industry recognised tools of analysis
- A2.** Independently and with strategic insight, identify and explain the key sources of the organisation's underlying performance, using a range of measures
- A3.** Develop and outline the key strategic options the organisation might consider implementing--with supporting rationale and logic.

Course Content:

Topics may include:

- The concept of strategy
- Tools of strategic management: goals, values and performance
- The analysis of industry and competition
- Internal environment of the firm: resources and capabilities analysis
- Internal environment of the firm: organisation and management systems
- The nature and sources of competitive advantage
- Business strategies and industry evolution
- Business strategies in different industry contexts

Values and Graduate Attributes:

Values:

- V1.** The complexities and dynamics of the business operating environment—mainly at the macro and industry level
- V2.** The key factors that support an organisation's sustainable competitive advantage
- V3.** The principal strategic options organisations might consider and implement to achieve superior performance
- V4.** The core underlying resources, capabilities and competencies that support business success
- V5.** The importance of key external and internal stakeholders and the associated expectations and impacts

Course Outline (Higher Education)

BUMKT5922 COMPETITIVE ANALYSIS

V6. The emerging and evolving impact of global and technology factors on performance

Graduate Attributes:

FedUni graduate attributes statement. To have graduates with knowledge, skills and competence that enable them to stand out as critical, creative and enquiring learners who are capable, flexible and work ready, and responsible, ethical and engaged citizens.

Attribute	Brief Description	Focus
Knowledge, skills and competence	Case studies and real-world examples covering many contexts and situations are a key part of this course. These and associated discussion and learning tasks will deepen awareness and understanding of key drivers of firm's overall success.	High
Critical, creative and enquiring learners	The strong practical and theoretical aspects of this course, the requirement for well-developed research and analytical skills provide a solid base for future robust, integrated and confident input into decision marketing. This is underpinned by learning tasks that require professional debate and presentations—both written and oral.	High
Capable, flexible and work ready	Most business decision making is undertaken in a range of group situations. This is mirrored in this course via debate and learning tasks. The diversity of issues, contexts and material used in this course adds to the way this course prepares students for wider engagement.	Medium
Responsible, ethical and engaged citizens	The integrated nature of this course reinforces the importance of decisions to be made against a wide range of factors. The discussion and learning tasks of this course requires students to be very aware of key broader societal and ethical issues—both current and future.	Medium

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1,K2,K3, S1	Assessing core principles and theories and ability to apply associated analytical frameworks	Test/Workshop Exercises	20-40%
K4,K5,K6, S1,S2,S3 A1,A3	Analyse firm, organisation or industry using a range of approaches	Assignment/Report/Essay	20-40%
K3,K4 S3,S4,S5 A2,A3	Review and analyse material across the course	Exam	40-60%

Adopted Reference Style:

APA