



Course Type: **Core**

Course Code: **DBA 811**

Course Name: **Competitive Analysis**

COURSE SYLLABUS

Students, please note that this is a DBA Core course. Recognized Prior Learning (RPL) for this course will be recognized. Students may do this course by (a) studying the course via Tubeclases OR (b) obtaining credit for similar studies done elsewhere based on membership grade within the sponsoring organization, the Institute of Certified Management Accountants.

1. Course Description

This course is designed for students who are thinking of doing a research project in business administration. In this course students will learn how firms behave in situations in which strategic decisions are interdependent, i.e. where their actions affect competitors' profits and vice versa. Using the basic tools of game theory, students will analyze how firms choose strategies to attain competitive advantage. This course is about the behavior of companies in competitive markets. Facing competition forces firms to look ahead and anticipate developments: If rivals are likely to react to a price cut, a firm will have to take the expected reaction into account. Students focus on such instances of “strategic interdependencies” in real business situations. Students will first study the basic concepts of game theory as a toolbox and then analyze strategic “games” in real-life settings. Rather than a set of checklists of “how-to-behave” in a number of pre-specified situations, this course will teach students to think about business strategy in a systematic and exciting - and ultimately more successful way.

2. Learning Objectives

1. Students will gain an understanding of how firms behave in situations in which strategic decisions are interdependent, i.e. where their actions affect competitors' profits and vice versa.
2. Students will use the basic tools to analyze how firms choose strategies to attain competitive advantage.
3. Students will learn about the behavior of companies in competitive markets.
4. Students will learn how to focus on strategic interdependencies in real business situations.

3. Learning Outcomes:

To successfully complete this subject, a student should be able to:

1. Predict and forecast organization's demand and supply.
2. Formulate strategy in order to increase the organization's market share.
3. Study the market trend and pattern and develop a strategy for organizational growth.
4. Study forthcoming trends in the industry, especially when the organization is planning for the diversification and expansion plan.
5. Understand the current strategic strengths and weaknesses of a competitor and suggest opportunities and threats that will merit a response.
6. Gain an insight into future competitor strategies that may help in predicting upcoming threats and opportunities.

4. Prescribed Reading (Compulsory)

Fred R. David and Forest R. David; *Strategic Management: A Competitive Advantage Approach*, Latest Edition, Prentice Hall, <http://www.pearsoned.com/>

5. Student Resource Requirements

Students at Calwest require a Personal Computer or Laptop running Windows 10 or higher with 500 MB of RAM or higher; or an Apple Mac running Mac OS 10 or higher. They will also need access to a reliable high speed Internet connection Kbps/128 Kbps; and a Web browser.

6. Topic Outline

Topic No.	Topic	Textbook Chapter	Lecture Power Point
1	The Nature of Strategic Management	1	1
2	The Business Vision and Mission	2	2
3	The External Assessment	3	3
4	The Internal Assessment	4	4
5	Strategies in Action	5	5
6	Strategy Analysis and Choice	6	6
7	Implementing Strategies: Management and Operations Issues	7	7
8	Implementing Strategies: Marketing, Finance/Accounting, R&D, and MIS Issues	8	8
9	Strategy Review, Evaluation, and Control	9	9
10	Business Ethics/Social Responsibility/Environmental Sustainability	10	10
11	Global/International Issues	11	11

7. Assessment

There will be **Continuous Assessments** done throughout this course. All topics will have a **Topic Quiz** that needs to be satisfactorily answered prior to being allowed to access the next topic in the course. You are allowed unlimited attempts in each Topic Quiz, so that you can master the topic before proceeding to the next. After completing all Topics (and Quizzes) your **Final Assessment** will be available for you to undertake online. There will be a time limit of *90 minutes* for the final assessment in which you will need to answer *80 multiple-choice questions* that will be randomly selected from the questions asked in the topic quizzes.

Please ensure that you have an undisturbed 90-minute time frame to undertake your Final Assessment; as after 90 minutes your work will be automatically submitted and graded.

There will be only one attempt provided for the Final Assessment.

The Final Assessment will form over 80% of the weight given to your final course grade. The Balance 20% is obtained as an average of the scores you achieve in the Topic Quizzes.

8. Grading Criteria

Calwest University applies the following grading system in all courses:

A pass mark of 60% (grade of D which is a bare minimum pass) or above is required to satisfy the educational requirements of the university for completing the course. The grade assessments are as follows:

Below 60%: Fail	73-75% : C	85-88% : B+
60-64% : D	76-78% : C+	89-91% : A-
65-69% : D+	79-81% : B-	92-95% : A
70-72% : C-	82-84% : B	Over 95% : A+