Competitive Advantage and Strategic Positioning

Learn how to systematically formulate sound competitive strategies by assessing industry forces, company processes, and industry trends.

Learning objectives

By learning how to use fundamental strategy concepts and tools, managers will learn important skills that will help them formulate and manage sound competitive strategies. Specifically, participants will learn how to:

- Determine a firm’s competitive advantages based on its key resources and competencies
- Position a firm to leverage its competitive advantages to achieve a strategic position
- Analyze how industry trends affect a firm’s strategic position and how a firm can respond
- Apply these key strategy formulation concepts to their own organization
- Think in terms of strategic scenarios

Innovative learning experience

Participants will complete the course over a six-week period. Throughout the course, they will:

- Explore interactive online learning resources
- Complete and submit tasks as part of solving a realistic business case
- Participate in group discussion and activities with their classmates
- Receive detailed feedback and guidance from their class instructor

Online faculty

Each class is led by an online faculty member. Faculty members have significant work and teaching experience in the area of competitive strategy, and are trained to guide student problem solving and lead collaborative learning experiences.

Course developed in conjunction with

EducAsia

In partnership with CARDEAN UNIVERSITY

Information

Email: info@educasiainc.com

Participant Profile

High-potential professionals and managers involved in developing or evaluating market opportunities, or managing existing businesses. Typical functional roles of participants include:

- Strategic Planning
- Marketing
- Business Development
- General Management
- Consulting

Course Date

April 28 - June 8, 2003

Students must enroll by April 21
With guidance from your instructor, and in collaboration with classmates, you will learn to formulate competitive strategy decisions by working through an actual business case problem.

**Immersion in realistic business case**

During this course, you will play the role of a vice president of business development for Shomei Cards, a hypothetical $200 million greeting card company. In order to improve the company’s position in the market, you will assess the competition in the industry, identify Shomei’s competitive advantages, determine the impact of industry trends, evaluate your strategic options, and recommend a competitive strategy for the company.

**Complete and submit problem-solving task assignments**

Under the guidance of your instructor and in collaboration with teammates, you will complete task assignments each week that will lead to the formulation of a sound competitive strategy:

- Identify which factors affect a firm’s ability to be profitable in an industry
- Catalog and evaluate a firm's cost and differentiation advantages
- Assess whether a firm's competitive advantages are sustainable over the long-term
- Analyze how industry trends impact skills and assets required to achieve a strategic position
- Evaluate several strategic options and select and support the one that will best serve Shomei

**Participate in instructor-led group discussion and activities**

Throughout the course, you will participate in instructor-led discussion with your global classmates around specific topics including:

- How to conduct an industry analysis
- How to determine a firm's competitive advantages
- How to align a firm's industry position to its competitive advantages to achieve strategic position
- How your own company can achieve a strategic position in its industry

**Access rich online learning resources**

Throughout the course, you can explore rich learning resources and tools that help you understand important concepts including:

- Vertical chain analysis
- Six forces industry analysis
- Industry positioning
- Competitive advantage
- Sustaining competitive advantage
- Industry trends
- Strategy evaluation