



THE CYPRUS INTERNATIONAL INSTITUTE OF MANAGEMENT
COURSE UNIT DESCRIPTION

Course Unit Title	MARKET RESEARCH & COMPETITIVE ANALYSIS	
Course Unit Code	MB790	
Type of Unit	Core	
Level of Course Unit	Second cycle	
Year of Study	First/second year	
Semester	On demand	
Number of ECTS Credits	9 ECTS	
Course Unit Objectives	The objective of this course is to provide students with an analytical framework which will integrate the various techniques and strategically analytical tools required to analyze a public or private business organization and to formulate a strategy.	
Learning Outcomes	On completion of this course students are expected to be able to:	
	CILO 1	Select the appropriate research design for conducting market research and apply them to solve business problems.
	CILO 2	Develop questionnaires that increase response rates, reduce biases and provide useful information for the decision making process.
	CILO 3	Determine competitive advantage and formulate strategy.
	CILO 4	Collect, analyze, and interpret empirical data using appropriate quantitative and qualitative methods.
	CILO 5	Apply tools and concepts associated with strategic analysis in real life situations.
	CILO 6	Effectively integrate knowledge and skills acquired throughout the programme.
Mode of delivery	Face to Face	
Prerequisites or corequisites	None	
Course Content	1 Types of Research Methods & Examples	CILO 1
	2 Exploratory Research	CILO 1
	3 Descriptive Research: Surveys	CILO 1, 2
	4 Causal Research: Experiments	CILO 1, 4
	5 Market Research Case Studies	CILO 1, 2, 4
	6 What is Strategy? An Introduction	CILO 3, 5, 6
	7 Challenging Assumptions	CILO 3, 5, 6
	8 Strategic Planning and Implementation	CILO 3, 5, 6
	9 The General Environment	CILO 3, 5, 6
	10 Scenario Analysis	CILO 3, 5, 6
	11 The Specific Environment	CILO 3, 5, 6
	12 Industry Analysis	CILO 1, 3, 5, 6
	13 Customer Segmentation, Targeting	CILO 1, 3, 5, 6
	14 Company Positioning	CILO 3, 5, 6
	15 Strategic Capabilities and Competitive Advantage	CILO 3, 5, 6
	16 Implementing Strategy	CILO 3, 5, 6
Recommended or required reading	<p><u>Textbook:</u> Johnson G., Whittington, R., Scholes, K., D, Angwin & P. Regnér (2014). <i>Exploring Strategy: Text and Cases</i> (10th ed.). Prentice Hall.</p> <p><u>Further reading:</u> Aaker, A. David (2005). <i>Strategic Market Management</i> (7th ed.). John Wiley & Son Johnson, G., R. Whittington, and K. Scholes. (2011). <i>Exploring Strategy: Text & Cases</i>, (9th ed.). FT Prentice Hall. Carpender, M.A. & Sanders, W.G. (2010) <i>Strategic Management</i> (2nd ed.). New Jersey, NJ: P. Prentice-Hall. Collis, David J. and Michael G. Rukstad. (2008). <i>Can You Say What Your Strategy Is?</i> Harvard Business Review, April, pp. 82-90 Gans, S. and S. Stern (2003). <i>The product market and the market for “ideas”</i>:</p>	

	<p><i>commercialization strategies for technology entrepreneurs</i>. Research Policy 32: 333-350</p> <p>Grant, R.M. (2010). <i>Contemporary Strategy Analysis</i> (7th ed.). Blackwell Publishing.</p> <p>Markides C. (2000). <i>All the Right Moves: A Guide to Crafting Breakthrough Strategy</i>. Boston: Harvard Business School Press.</p> <p>Markides, C. (2008). <i>Game-Changing Strategies</i>. (1st ed.) Jossey-Bass.</p> <p>Porter, E. M. (1998). <i>Competitive Strategy: Techniques for Analyzing Industries and Competitors</i> (1st ed. – republication with new introduction). New York: Free Press</p> <p>Porter, E. M. (1996). <i>What is Strategy?</i> Harvard Business Review, 74(6): 61-78.</p> <p>Porter, E. M. (2008). <i>The Five Competitive Forces that Shape Competitive Strategy</i>. Harvard Business Review, 86: 78-93.</p> <p>Reeves, M. and M. Deimler. (2011) “Adaptability: The New Competitive Advantage,” <i>Harvard Business Review</i>. July</p> <p>Hill, C. & Jones, G. (2012). <i>Strategic Management Theory: An Integrated Approach</i> (10th ed.). South-Western Cengage Learning.</p> <p>Hitt, M.A., Ireland, D.R. & Hoskisson, R.E. (2013). <i>Strategic Management: Competitiveness and Globalization</i> (10th ed.). South-Western Cengage Learning</p> <p>Thompson, A.A., Peteraf, M.A., Gamble, J.E. & Strickland III, A. J. (2012). <i>Crafting and Executing Strategy: Concepts and Readings</i> (18th ed.). McGraw-Hill Irwin.</p> <p>Online sources: www.pearsoned.co.uk/mystrategylab</p>
Planned learning activities and teaching methods	Lectures; in-class discussions and debates; in-class exercises and experiential exercises; team work; networking activities; training videos; presentations; brainstorming; interviews; field studies; role play; focus groups; questionnaires; pilot testing.
Assessment methods and criteria	<p>50% Group Assignment</p> <p>50% Individual Assessment:</p> <p>10% Class Participation</p> <p>10% Presentation</p> <p>15% Peer-to-Peer Assessment</p> <p>15% Individual Assignment</p>
Language of Instruction	English
Work Placement(s)	Not applicable