COMPETITIVE ADVANTAGE AND PROFITABILITY

Course Focus

This course introduces you to the tools and frameworks used in market evaluation and assessment of the competition.

As you explore MBA-level business concepts and practices, you’ll learn what makes a particular business profitable and how it achieves competitive advantage in a given market. You’ll dig into real-world case studies and gain a more nuanced understanding of business and organizational mechanics. Your grasp of the essentials will prepare you to think practically about developing a competitive, profit-driven business strategy.

Who Should Take this Course?

This course is perfect for VPs and executives, directors, senior managers or those desiring more strategic leadership positions as well as anyone who is looking to be a key player in high-level strategic decision making.

Key Benefits

Participants who complete this course will be able to…

- Evaluate how an industry will respond to changes in the market environment
- Use these analytical tools to discover why some industries are more profitable than others
- Identify the source of an individual firm’s competitive advantage
- Identify threats to profits and potential remedies to these threats
- Recognize the key resources of a firm and how good strategies build on these resources

Pricing & Registration

The online course price is US$769. Register online at:

sha.cornell.edu/online/courses
Course Format

Our online courses take a problem-based approach to learning, and we build each course around realistic case studies and scenarios. All courses are self-paced, and are managed by an online instructor who leads the online discussions and is available to answer any questions about the course content. You will have a 2-week instructional period at the beginning of the course within which you will complete the required elements of the course. You will have access to the course content for one additional week following the instructional period.

Number of Hours to Complete Course: 6

This course is part of an online certificate:

- Certificate in Strategic Leadership for the Hospitality Professional

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