REPUBLIC OF UZBEKISTAN

MINISTRY OF HIGHER EDUCATION, SCIENCE AND INNOVATION

KARSHI STATE TECHNICAL UNIVERSITY

"APPROVED"

Rector _____ **Sh.K.Nematov**

12 08 **2025**

COMPETITIVE STRATEGY

MODULE GUIDE

Field of knowledge	400000 –	Business, management and law
Field of education:	410000 –	Business and management
Direction of education:	70410102 –	Economics (by sectors and industries)

Module links

Module name:	Competitive Strategy
Code (if applicable)	CS2305
Courses (if applicable)	2
Module teaching semesters	3
Language	Uzbek
Curriculum relevance	Elective subject
Type of teaching, contact hours	Lecture, practical
Workload	Total workload: 150 hours. Auditory hours: 60 hours; Lecture: 30 hours, Practical training: 30 hours, Self-study: 90 hours
Credit points:	5
Recommended previous subjects	Organizing innovation, Industrial organizations, Production organization

Module objectives / expected learning outcomes	The aim of the course is to develop knowledge, skills and competencies in studying both theoretical and practical aspects of competitive strategy, modern models of game theory, traditional methods of competitiveness, opportunities and sustainability. The objectives allow students to learn the following: • The student will develop an understanding of strategic analysis of competition, the development and implementation of business policy; • To have an idea of the formation of management decisions and actions that determine the long-term and competitiveness of the organization; • Students will gain knowledge about the main features of activating and applying the acquired knowledge in practice and the rules of behavior of firms in this area, as well as methods of applying them to educational processes and their specific features; • Students will acquire the knowledge and skills to analyze practical situations (case studies) and forecast in order to develop the basic skills necessary for the development of an effective Competitive Strategy, namely, conceptual and analytical skills. • The student will have specific skills in competitive strategy; researching the competitive position of firms, analyzing and evaluating the firm's strategy, describing the dynamics of competition, both quantitative and qualitative, including entry and exit into the industry, and price competition. Expected results of studying the module. 1. Theoretical knowledge and concepts. Acquires knowledge of the firm's strategy, quantitative and qualitative aspects of competition, including entry and exit from the industry. 2. Analytical skills. The student acquires skills in competitive strategy, in studying the competitive position of firms. 3. Use of research and analytical tools. The student learns to strategically analyze competition; develop and implement business policy; apply theories to shape management decisions and actions that determine the long-term and competitive position of the organization. 4. Communication and presentation skills. The student will acquire the knowledge and skills to analyze practical situations (case studies) and forecast in order to develop the basic skills necessary for developing an effective competitive strategy, namely conceptual and analytical skills. He will learn to justify his opinions by using scientific and methodological language correctly. 5. Application and application in practice. Can apply economic concepts to solve real economic problems. Study existing economic research and experiments and draw theoretical and practical conclusions from them.

Content	This subject aims to teach students to conduct strategic analysis, analyze the processes of developing and implementing business policies, and draw conclusions about management decisions and actions that determine their long-term and competitive advantage.
Study and exam requirements	**a) To obtain 90-100 points, the student's level of knowledge must meet the following requirements:** - fully explain the essence and content of the subject; - maintain scientificity and logic in presenting the topics in the subject, avoiding scientific errors and confusion; - have a clear idea of the theoretical or practical significance of the subject materials in the subject; - demonstrate the ability to think independently within the scope of the subject; - can answer the questions asked clearly and concisely; - has carefully prepared the outline; - has completed independent assignments completely and clearly; - has fully mastered the laws and other regulatory and legal documents related to the discipline; - has published a scientific article on one of the topics related to the discipline; - can interpret historical processes; **b) To obtain 70-89.9 points, the student's level of knowledge must meet the following requirements:** - understands the essence and content of the subject, does not allow scientific and logical confusion in explaining the topics in the subject; - understands the practical significance of the content of the subject; - performs the assigned tasks and assignments within the framework of the curriculum; - can correctly answer the questions asked in the subject; - has carefully formulated a subject outline; - has fully completed independent assignments in the subject; - has mastered laws and other regulatory documents related to the subject. **c) To obtain 60-69.9 points, the student's level of knowledge must meet the following:** - has a general understanding of the subject; - has some intricacies in covering and presenting the topics in the subject in a narrow scope; - if the presentation is not smooth; - if complex and confusing answers are given to questions on the subject; - if the text on the subject is not well-formed. **d) In the following cases with a score of 0-59.9, the student's level of knowledge may be assessed as unsatisfactory:** - if there is no preparation for the subject exercises; - if there is no idea about the subject exercises;

	- if it is noticeable that the texts on the subject have been copied from others; - if serious errors and confusions are made in the text on the subject; - if the questions asked about the subject are not answered; - - if the student does not know the subject.
Exam formats	Oral, written, test
Means used	Complete subject assignments and successfully pass current, midterm, and final tests.
List of educational literature	Besanko, Dranove, Shanley, and Schaefer. Economics of Strategy (Wiley), The 7th Edition, John Wiley & Sons, Inc. 2016. Maykl Porter. Konkurentnaya strategy. Metodika analiza otrasley i konkurentov. –M.: "Alpina Biznes", - 2017. Mejdunarodnaya konkurensiya: Konkurentnoye preimushestva stran. Maykl Porter. Per. S angl. Izd. M.: Alpina Pablisher, 2017. 947 str. G.N.Akhunova, N.N.Shamshiyeva "Competitive strategy" o'quv qo'llanma, Toshkent-2021.
Editors	Sh.Sh.Fayziyeva - Professor of the Department of "Innovative Economics" of Karshi State Technical University. A.O.Ochilov - Head of the Department of "Economics" of Karshi State University, Doctor of Economics, Professor.
Confirmed place and time	Developed and approved by Karshi State Technical University (Report No1, 26.08.2025)