Course Title: Mastering Competitive Strategy: Implementing Porter’s Five Forces in Modern Business

Course Overview

This 8-Chapter course provides a thorough understanding of Porter’s Five Forces framework and its application in today’s dynamic business environment. Participants will learn how to analyze industry competitiveness and leverage insights to craft effective business strategies. The course covers each of the five forces in detail, examines their relevance in contemporary business settings, and includes practical exercises, case studies, and strategic implementation plans.

Chapter 1: Introduction to Porter’s Five Forces

- Module 1: Course Introduction and Objectives
  - Overview of the course structure and goals
  - Importance of competitive strategy in business

- Module 2: Understanding Porter’s Five Forces
  - Introduction to Porter’s Five Forces model
  - Overview of each force: Competitive Rivalry, Threat of New Entrants, Threat of Substitutes, Bargaining Power of Suppliers, and Bargaining Power of Buyers

- Module 3: Analysing the Industry Environment
  - Techniques for analysing industry structure and dynamics
  - Practical exercise: Identify and describe the industry in which participants operate or are interested

Chapter 2: Competitive Rivalry

- Module 4: Understanding Competitive Rivalry
  - Key factors influencing competitive rivalry
  - Analysis of competitive intensity and its impact on industry profitability

- Module 5: Assessing Competitors
  - Techniques for identifying and analysing competitors
  - Practical exercise: Create a competitive landscape map

- Module 6: Case Studies on Competitive Rivalry
  - Examination of real-world examples of competitive rivalry
  - Group discussion and analysis of case studies

Chapter 3: Threat of New Entrants

- Module 7: Understanding the Threat of New Entrants
  - Factors that influence the likelihood of new entrants entering an industry
  - Barriers to entry and their impact on industry competition

- Module 8: Assessing Entry Barriers
  - Techniques for evaluating and overcoming entry barriers
  - Practical exercise: Analyze entry barriers for a specific industry

- Module 9: Case Studies on Threat of New Entrants
  - Examples of industries facing high or low threats from new entrants
  - Group discussion and analysis of case studies

Chapter 4: Threat of Substitutes

- Module 10: Understanding the Threat of Substitutes
  - Factors that influence the threat of substitute products or services
  - Impact of substitutes on industry dynamics and profitability

- Module 11: Evaluating Substitutes
  - Techniques for identifying and analysing potential substitutes
  - Practical exercise: Assess the threat of substitutes for a specific industry

- Module 12: Case Studies on Threat of Substitutes
  - Examination of real-world examples of substitutes affecting industries
  - Group discussion and analysis of case studies

Chapter 5: Bargaining Power of Suppliers

- Module 13: Understanding the Bargaining Power of Suppliers
  - Factors that influence supplier power and its impact on industry competition
  - Strategies for managing supplier relationships

- Module 14: Assessing Supplier Power
  - Techniques for evaluating the power of suppliers in an industry
  - Practical exercise: Analyze the bargaining power of suppliers for a specific industry

- Module 15: Case Studies on Bargaining Power of Suppliers
  - Examples of industries with high or low supplier power
  - Group discussion and analysis of case studies

Chapter 6: Bargaining Power of Buyers

- Module 16: Understanding the Bargaining Power of Buyers
  - Factors that influence buyer power and its impact on industry profitability
  - Strategies for managing buyer relationships

- Module 17: Assessing Buyer Power
  - Techniques for evaluating the power of buyers in an industry
  - Practical exercise: Analyze the bargaining power of buyers for a specific industry

- Module 18: Case Studies on Bargaining Power of Buyers
  - Examination of real-world examples of buyer power affecting industries
  - Group discussion and analysis of case studies

Chapter 7: Implementing Porter’s Five Forces in Modern Business

- Module 19: Integrating Porter’s Five Forces with Business Strategy
  - Techniques for incorporating insights from Porter’s Five Forces into strategic planning
  - Aligning business strategies with industry dynamics

- Module 20: Adapting to Modern Business Dynamics

- Analysing the relevance of Porter’s Five Forces in today’s business environment
  - Case studies of companies successfully adapting to modern business challenges

- Module 21: Strategic Planning Workshop
  - Participants will develop a strategic plan based on Porter’s Five Forces analysis
  - Group presentations and peer feedback

Chapter 8: Final Project and Course Wrap-Up

- Module 22: Final Project Presentation
  - Participants will present a comprehensive analysis of an industry using Porter’s Five Forces
  - Peer review and feedback sessions

- Module 23: Course Summary and Reflections
  - Recap of key concepts and learnings from the course
  - Reflection on personal growth and application of Porter’s Five Forces

- Module 24: Next Steps and Continuous Improvement
  - Strategies for continued learning and application of competitive analysis in business
  - Resources for further study and professional development

Porter’s Five Forces Cheat Sheet

1. Competitive Rivalry: Intensity of competition among existing firms in the industry.
2. Threat of New Entrants: Potential for new competitors to enter the industry.
3. Threat of Substitutes: Availability of alternative products or services.
4. Bargaining Power of Suppliers: Influence suppliers have on the industry.
5. Bargaining Power of Buyers: Influence buyers have on the industry.

This comprehensive course outline provides a structured approach to understanding and implementing Porter's Five Forces in today's business landscape. Each Chapter focuses on a specific force, with practical exercises and case studies to ensure participants can effectively apply the framework to their strategic planning and business decisions.