STRATEGY IN COMPETITIVE MARKETS | Program Topics

The Strategy in Competitive Markets program curriculum covers the following topics:

**Topic 1 | Strategy and Competitive Positioning**
- Techniques and strategies for competitive positioning
- The effects of internal activities on competitive advantage

**Topic 2 | Competition Extended: Network Effects**
- Harnessing value through networks of suppliers, competitors, complementors, and customers
- The effects of positive and negative network externalities on product and business success

**Topic 3 | Corporate Level Strategy & Pricing**
- The strategic logic of mergers and acquisitions
- Analyzing the potential for value creation in M&A
- Key lessons of successful M&As
- Clarifying the distinction between competitive and corporate-level strategies
- Strategy-setting in the multi-business company
- Pricing Models

**Topic 4 | Strategic Value Curves**
- Using strategic value curves to bring customer-centricity into strategy formulation
- Reviewing key tests of effective competitive strategies

**Topic 5 | Entrepreneurship & Strategy**
- Exploring entrepreneurial leadership
- The difference between management and entrepreneurial leadership
- Effective strategies for change management

**Topic 6 | Intrapreneurship & Incubation**
- Assessing competitive market drivers
- How Intrapreneurship occurs in large companies
- Differentiating between incubators vs. accelerators
- The core elements of intrapreneurship and incubation

**Topic 7 | Leading Across Organizational Boundaries**
- The role of power & influence within effective strategy implementation

Visit the program page at: https://executive.berkeley.edu/strategy/competitive
• Developing a sophisticated political map of key stakeholders
• The importance of building alliances
• Planning a comprehensive influence strategy

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