

### **MBA 628 - Creating a competitive advantage**

This is the first in the series of two courses focused on identifying, developing, and implementing a sustainable competitive advantage. This course focuses on the external aspects central to securing a competitive position of a firm in the marketplace. Issues such as how to carve out unexplored profitable niches, build demand drivers, optimize entry and exit strategies, and apply game theory in selecting competitive options. Students will be introduced to the latest quantitative decision support, financial, and statistical methods. During this course, students will work on a case study and use software modules especially designed to provide a meaningful hands-on experience and further enhance their understanding of these vital topics.

### **Professor Bio**

Professor Derek Podobas of Concordia University, teaches undergraduate and graduate level business courses at the School of Business. In addition, he is a CEO of ChicagoAnalytics<sup>TM</sup>, a strategy and venture capital advisory firm based in Orange County, California. During his professional career he has held VP and Director level positions for Corporate Development, Engineering, and New Product Development with Fortune 500 multinational companies as well as with California based international start-ups. His educational credentials were earned at **The University of Chicago** (MBA in Finance and Corporate Strategy), **American Graduate School of International Management** (Masters in International Management), **Illinois Institute of Technology** (BS in Electrical Engineering), **The Wharton School of Business** (Executive Development Program).