

## Course Descriptions Exchange 2013-2014

Course Title International Competitive Analysis and Strategy  
 Course Code EBC4044  
 ECTS Credits 6,5  
 Assessment None

| Period | Period | Start    | End        | Mon | Tue | Wed | Thu | Fri |
|--------|--------|----------|------------|-----|-----|-----|-----|-----|
| 1      |        | 2-9-2013 | 25-10-2013 | X   |     |     | X   |     |

Level Advanced  
 Coordinator Stuart Dixon For more information: [sj.dixon@maastrichtuniversity.nl](mailto:sj.dixon@maastrichtuniversity.nl)  
 Language of instruction English

Goals Students will develop an understanding of the economics behind business strategy.  
 Students will apply knowledge to solve real business problems  
 Students will develop their communication skills in terms of writing and presenting  
 Students will develop their group work and research skills through the strategy project

Description This course provides students with a thorough understanding of the economic principles underlying strategy formulation. Based on an analysis of the factors shaping the industry environment, firms assess their positioning relative to their rivals, and formulate strategies in order to achieve a durable competitive advantage. The course provides students with the tools to analyse the positioning and performance of firms in different industry environments, drawing on economic theories, such as industrial organisation theory, basic game theoretical analysis, transaction cost theory, and the resource based theory of the firm. The course covers topics such as product positioning and differentiation, diversification, vertical integration, pricing, strategic commitments and entry deterrence. Primarily through the choice of cases, the course has a focus on the economics of strategy formulation by the multinational firm and international aspects of competition.

Literature textbook: Besanko, David, 2010, Economics of Strategy, 5th Edition, New York: John Wiley & Sons  
 journal articles

Prerequisites Basic knowledge of microeconomics -  
 Courses and workload are very demanding for all IB Master courses. Exchange students need to have obtained a bachelor degree with a major in Business. Exchange students need to major in strategy in their Master.  
 An advanced level of English.

Teaching methods PBL / Presentation / Assignment / Groupwork

Assessment methods Final Paper / Written Exam

Evaluation in previous academic year For the complete evaluation of this course please click <http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=cdeUM>

This course belongs to the following programme / specialisation

|                                                             |                |
|-------------------------------------------------------------|----------------|
| Master Business Research                                    | IB Electives   |
| Master Business Research Track OR                           | IB Electives   |
| Master Human Decision Science                               | Electives      |
| Master International Business Track Accountancy             | Electives      |
| Master International Business Track Controlling             | Electives      |
| Master International Business Track Entrepreneurship        | Electives      |
| Master International Business Track Finance                 | Electives      |
| Master International Business Track Organisation            | Electives      |
| Master International Business Track Strategy and Innovation | Electives      |
| Master International Business Track Strategy and Innovation | Strategy       |
| SBE Exchange Master                                         | Master Courses |
| SBE Non Degree Courses                                      | Master Courses |