Course Descriptions None 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
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=codeUM

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