Course Descriptions None 2014-2015

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	1-9-2014	24-10-2014	X			X	

Level	Advanced
Coordinator	Iwan Bos For more information:i.bos@maastrichtuniversity.nl
Language of instruction	English
Goals	Students develop an understanding of the economics behind business strategy. Students apply knowledge to deal with actual business problems. Students develop written and oral communication skills.
Description	This course provides students with a thorough understanding of the economic principles underlying business strategies. By analysing factors shaping the industry, firms assess their position in the market and formulate strategies in order to achieve a sustainable competitive advantage. Students are provided with the tools to analyse the positioning and performance of firms in different industry environments. Among other things, this course covers topics such as product positioning and differentiation, diversification, vertical integration, pricing, strategic commitment and entry deterrence. To gain a thorough understanding of these issues, this course draws on theories of industrial organisation, game theory as well as real-world business cases.
Literature	Textbook
Prerequisites	Basic knowledge of microeconomics. Exchange students need to have obtained a bachelor's degree with a major in business and need to major in strategy in their master.
Teaching methods	PBL / Presentation / Assignment / Papers / Groupwork
Assessment methods	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
Master International Business Track Sustainable Finance	Electives
SBE Exchange Master	Master Exchange Courses
SBE Non Degree Courses	Master Courses