

Course Descriptions None 2021-2022

Course Title International Competitive Analysis and Strategy
 Course Code EBC4044
 ECTS Credits 6,5
 Assessment Whole/Half Grades

| Period | Start | End | Mon | Tue | Wed | Thu | Fri |
|--------|------------|------------|-----|-----|-----|-----|-----|
| 2 | 25-10-2021 | 10-12-2021 | X | | | X | |

Level Advanced
 Coordinator Iwan Bos For more information: i.bos@maastrichtuniversity.nl
 Language of instruction English

Goals The objectives of the course are:
 1.To develop understanding of the economic principles underlying industry structure and strategy.
 2.To develop skills in analysing the drivers of the competitive environment and in identifying sound corporate strategies.
 3.To develop the ability to apply theory to real world cases and to find solutions to real world cases in theory.
 4.To develop skills in searching for, and making good use of, information and data on firms and industries and carry out basic research.
 5.To develop teamwork and presentation skills.

Description This course explores the overlapping areas of industrial economics and strategic management. Its focus is on the external environment of the firm and how this environment is affected by strategic decision making of companies. The course is designed to provide students with an understanding of the economic principles underlying strategy formulation. Based on an analysis of the factors shaping the industry, firms assess their positioning relative to their rivals and formulate strategies in order to achieve a sustainable competitive advantage. In choosing between strategies, firms have to take into account the possible reactions of rivals to their strategic decisions.
 The course provides students with the tools to analyse the positioning and performance of firms in different industry environments. These tools mainly rely on economic theories (e.g., theories of supply and demand, theories of industrial organisation, basic concepts of game theory). The course covers various topics in strategy formulation, such as product positioning and differentiation, vertical integration, pricing and strategic commitment. By combining theory and cases, the course focuses on strategy formulation by multinational firms.

Literature Textbook + Articles

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 / Lecture / Assignment / Papers / Groupwork

Assessment methods Written Exam / Presentation

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

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| Master Business Research - No specialisation | Year 1 Disc - IB Strategy and Innovation |
| Master Business Research - Operations Research | Year 1 Elective Course(s) |
| Master Business Research - Operations Research | Year 2 Elective Course(s) |
| Master Human Decision Science | Elective Course(s) |
| Master International Business - Accounting and Business Information Technology | Elective Course(s) |
| Master International Business - Entrepreneurship and Business Development | Elective Course(s) |
| Master International Business - Managerial Decision-Making and Control | Elective Course(s) |
| Master International Business - Information Management and Business Intelligence | Elective Course(s) |
| Master International Business - Marketing-Finance | Elective Course(s) |
| Master International Business - Organisation: Management, Change and Consultancy | Elective Course(s) |
| Master International Business - Strategic Corporate Finance | Elective Course(s) |
| Master International Business - Strategic Marketing | Elective Course(s) |
| Master International Business - Strategy and Innovation | Compulsory Course(s) |
| Master International Business - Supply Chain Management | Elective Course(s) |
| Master International Business - Sustainable Finance | Elective Course(s) |
| SBE Exchange Master | Master Exchange Courses |
| SBE Non Degree Courses | Master Courses |