

# Course Descriptions None 2025-2026

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
1	1-9-2025	17-10-2025	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 <ul><li>Basic knowledge of microeconomics.</li><li>Exchange students need to have obtained a bachelor's degree with a major in business and need to major in strategy in their master.</li></ul>

Transitional Regulations <div class="trreg"><div class="subtitle">TRANSITIONAL REGULATIONS</div><ul class="trcohorts"><li>Master Business Research</li><li>Master Business Research - Operations Research</li></ul><ol><li>In 2024-2025 and 2025-2026 education and exam/resit opportunities are offered.</li><li>In 2026-2027 exam/resit opportunities are offered.</li><li>From 2027-2028 onwards, the course is cancelled.</li></ol><table><col style="width: 200px;"><col style="width: 120px;"><col style="width: 120px;"><thead><tr><th>Academic Year</th><th>Education</th><th>Exam/Resit</th><th>Replacement(s)</th></tr></thead><tbody><tr><td>2024-2025 - 2025-2026</td><td>X</td><td>X</td><td>&nbsp;</td></tr><tr><td>2026-2027</td><td>&nbsp;</td><td>X</td><td>&nbsp;</td></tr><tr><td>2027-2028 onwards</td><td>&nbsp;</td><td>&nbsp;</td><td>&nbsp;</td></tr></tbody></table></div>

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	Master Business Research - No specialisation	In transition - Y1 Disc IB Strategy and Innovation
	Master Business Research - Operations Research	In transition - Year 1+2 Elective Courses
	Master Human Decision Science	Cancelled - Elective Courses
	Master International Business - Accounting and Business Information Technology	Elective Courses
	Master International Business - Entrepreneurship and Business Development	Elective Courses
	Master International Business - Managerial Decision-Making and Control	Elective Courses
	Master International Business - Information Management and Business Intelligence	Elective Courses
	Master International Business - Marketing-Finance	Elective Courses
	Master International Business - Organisation: Management, Change and Consultancy	Elective Courses
	Master International Business - Strategic Corporate Finance	Elective Courses
	Master International Business - Strategic Marketing	Elective Courses
	Master International Business - Strategy and Innovation	Compulsory Courses
	Master International Business - Supply Chain Management	Elective Courses
	Master International Business - Sustainable Finance	Elective Courses
	SBE Exchange Master	Master Exchange Courses
	SBE Non Degree Courses	Master Courses