

## **Business Competitive Strategy SMO-ISS401**

### ***Course Description***

This course is designed to help students analyze the strategic decisions facing an organization. The primary source of analytical method is economics. This use of economic tools allows us to formally evaluate how firms implement and execute strategy decisions and explain why certain firms earn positive economic profits while others fail, and why certain firms sustain their profits over long periods of time, while for other firms these profits quickly disappear. Students will learn how to apply basic principles of economics to design and execute effective competitive strategies.

### ***Required Texts***

*Competitive Solutions: The Strategist's Toolkit* by R. Preston McAfee

*All other readings will be handed out during lectures*

### ***Prerequisite***

Principles of Microeconomics and Introduction to Business

### ***Course Requirements***

Component	Weight
Midterm Exam	30%
Final Exam	40%
Homework	20%
Participation	10%

### ***Learning Outcomes***

- ❖ Understanding the fundamental concepts of competitive strategy: strategy identification and evaluation, competitive advantage, industry analysis, and competitor analysis.
- ❖ Understanding the economic behavior of individuals and firms in order to develop more effective strategies using the economics framework.
- ❖ Applying economic concepts and tools to critically analyze complex business issues, and develop/assess sound strategies in local and global environments.
- ❖ Developing methods of analytical thinking based on economic principles and skill in reporting conclusions effectively in written and oral form.

## *Evaluation and Grading*

A	93-100	B-	80-82	D+	67-69
A-	90-92	C+	77-79	D	63-66
B+	87-89	C	73-76	D-	60-62
B	83-86	C-	70-72	F	0-59

## *Course Hours*

The course has 20 class sessions in total. Each class session is 150 minutes in length, for a total of 3000 minutes of in-class time. Students are expected to spend 15-20 hours per week outside of class. The University awards **4** credits for this course. Different universities may count course credits differently. Consult officials at your own home institution.

## *Attendance*

Occasionally, due to illness or other unavoidable circumstance, a student may need to miss a class. The University's policy requires a medical certificate to be excused. Any absence may impact on the student's grade. Moreover, **the University's policy is that a student who has more than 3 absences will fail the course. Arriving late or leaving early will count as a partial absence.**

## *Academic Honesty*

The University expects all students to do their own work. Instructors will fail assignments that show evidence of plagiarism or other forms of cheating and will also report the student's name to the University administration. A student reported to the University for cheating is placed on disciplinary probation; a student reported twice is suspended or expelled.

## *Disability Accommodation*

Any student who needs special accommodation due to the impact of disability should inform the University within 10 days before the program starts.

## *Course Topics*

Class 1

Introduction to the course

Class 2

Industry Analysis

Class 3

Firm Strategies

Class 4

Differentiation

Class 5

Product Life Cycle

Class 6

Cooperation

Class 7

Cooperation

Class 8

Organizational Scope

Class 9

Organizational Scope

Class 10

Review

Midterm Exam

Class 11

Incentives

Class 12

Incentives

Class 13

Elementary Statistics

Class 14

Pricing

Class 15

Auctions

Class 16

Signaling

Class 17

Signaling

Class 18

Bargaining

Class 19

Bargaining

Class 20

Review

Final Exam