

## **ECP 6701: COMPETITIVE STRATEGIES IN EXPANDING MARKETS**

**Course Description:** This course focuses on the identification and analysis of strategies in expanding markets. The course draws on strategic management, the economics of technological change and R&D investments, dynamic game theory, international economics and international business to address challenges faced by management in technology-based firms and in firms facing international competition and opportunities. The course is research and theory-based but practice oriented. Topics covered in class include the role of scale and scope economies; demand-based network externalities; the dynamics of pricing rivalry; industry evolution and R&D strategies; entry, exit, and market shake-outs; sustained competitive advantage; and export-import strategies.

**Class Attendance Policy:** Attendance at all class sessions is expected. Please inform me in advance if you will miss class for interviews or similar professional obligations. Please inform me if you missed class due to illness. Reading the material in advance is strongly encouraged. The use of laptop computers is not allowed in class without the instructor's permission. Use of cell phones is not allowed in class.

**Make-up exam policy:** A make-up exam will be given to students who missed the regular exam due to illness or other reasons. Written documentation must be provided by a student regarding the reason for missing the exam date.

Enrollment in this course constitutes acknowledgement of the following:

1) I understand that the University of Florida expects its students to be honest in all of their academic work. I agree to adhere to this commitment to academic honesty and understand that my failure to comply with this commitment may result in disciplinary action, up to and including expulsion from the University.

2) I will adhere to university copyright policies as found at <http://www.uflib.ufl.edu/admin/Copyright.htm>

3) Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

**Prerequisites:** ECP 5702

**Textbook:** David Besanko, David Dranove, Mark Shanley, Scott Schaefer, Economics of Strategy, 4rd Edition, John Wiley and Sons, 2007.- Required.

**Assignments:** Project - the team project is designed to develop your analytical and presentation skills. It will evaluate, using the analytical tools and the intuition developed in class, the strategy of a firm operating in expanding markets. A separate handout provides more information on the nature and evaluation of the team project. Sample projects will be made available to provide more information and guidance.

**Grading:** Grades will be based on class attendance, a team project, and a final exam. Grade weights will be approximately as follows: attendance 20 percent, project 30 percent, final exam 50 percent.