

ECP 6708: Cases In Competitive Strategy

Course Objective: This class is part of the Competitive Strategy concentration and uses real business cases to study competitive strategy issues, incorporating techniques from other courses in the concentration. Students learn how to apply competitive strategy concepts to analyze business decision problems.

Course Description: The class uses classroom discussion of individual cases on a variety of problems, including pricing, entry, product extension, and vertical integration decisions. Auction bidding strategies and implications for auction design are also covered.

Prerequisites: ECO 6409 (If you have not taken this course, please discuss this with me no later than immediately after the first meeting.)

Textbook: None. Case material will be available at Target Copy in a single packet.

Assignments:

- 1) *Case written assignment* - for one case you will be asked to submit a 4-7 page (double-spaced) analysis of the case.
- 2) *Group project presentation in class* - group sizes will depend on class enrollment. After consultation with me on the choice of a topic, each group will present a case study in class of a business problem involving the tools of game theory as used in the first part of the course.
- 3) *Individual written assignment* - this can be a 8-12 page (double-spaced) paper of a case study or a solution to one of a set of problems or cases that I will offer. I prefer that you identify your own topic, but I am happy to consult with you about it.
- 4) *Class participation* - attendance at all class sessions is expected. This grade is based not simply on attendance, but mostly on the quality of your participation in the case discussions. Reading the material in advance is crucial.

Grading: *Case written assignment* - 20% of final grade; *Group project presentation in class* - 30% of final grade; *Individual written assignment* - 30% of final grade; *Class participation* - 20% of final grade.