

COURSE DETAIL

MARKETS & STRATEGY

Country

Taiwan

Host Institution

National Taiwan University

Program(s)

National Taiwan University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Economics

UCEAP Course Number

128

UCEAP Course Suffix**UCEAP Official Title**

MARKETS & STRATEGY

UCEAP Transcript Title

MARKETS & STRATEGY

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course explores the ways in which firm strategy affects, and is affected by, how markets work. Understanding this interplay is crucial for those interested in management, public policy, consulting, antitrust law, as well as those generally curious about why certain products are (or are not) available and why it is that firms behave the way they do. This course will explore this interplay using a mixture of theoretical models and empirical tools with a heavy emphasis on real-world applicability.

Language(s) of Instruction

English

Host Institution Course Number

ECON5126

Host Institution Course Title

MARKETS & STRATEGY

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Economics

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