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 AND STRATEGY

Host Institution Course Details
https://nol2.aca.ntu.edu.tw/nol/coursesearch/print_table.php?course_id=323%20U2...

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Economics

Course Last Reviewed
2022-2023

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