COURSE DETAIL

INDUSTRIAL ORGANIZATION AND STRATEGY
Country Denmark
Host Institution Aarhus University
Program(s) Aarhus University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Economics Business Administration
UCEAP Course Number 114
UCEAP Course Suffix
UCEAP Official Title INDUSTRIAL ORGANIZATION AND STRATEGY
UCEAP Transcript Title INDUSTRL ORG&STRAT
UCEAP Quarter Units 8.00
UCEAP Semester Units 5.30

Course Description

The course consists equally of the disciplines Strategy and Industrial Organization. The course provides students with basic knowledge and understanding of key issues in these areas. The strategy part of the course is about the overall direction and future key issues for all types of organizations. Strategy raises major questions about the organizations–how they compete, grow, create value, and change. This part of the course provides a theoretical understanding of strategy, and it makes extensive use of concrete examples and professional know-how. In the lectures, the theories, models, and analytical tools that have dominated strategy area for the last 30 years are discussed. The lecture is divided into three parts–strategic analysis, strategy development, and strategy implementation. The following topics are covered: strategy–concept and theoretical approaches; strategic analysis of the company's external environment; strategic analysis of the company's internal resources and capabilities; definition of strategic purpose through mission, vision, and values; developing strategies at the corporate level as well as within the individual business areas; implementation of selected strategies. In the tutorials students engage in exercises that are typically based on case studies, where students analyze real situations using the concepts and tools that are taught in this course. The industrial organization part of the course analyzes the behavior of firms in competitive situations that are less perfect and stylized as in the more traditional theoretical microeconomic world. Industrial Organization (IO) requires basic knowledge of market forms including the ones known from the microeconomic theory. In the lectures in IO the following are discussed: oligopoly models, non-collusive models; coordinated market behavior, agreements, cartels; market power market concentration; identification of industries with a lack of competition; barriers to market entry; prices and corporate pricing strategies; markets with monopolistic competition and product differentiation; advertising, research, experimental development and innovation strategy and the importance of the market; mergers, acquisitions and strategic alliances; vertical integration and vertical restraints on the market; business diversification and conglomerate formations; Competition Law and Policy. In addition a 3-hour workshop is held to train how to deal with practical problems in Industrial Economics.

Language(s) of Instruction
English

Host Institution Course Number
460151U015

Host Institution Course Title
INDUSTRIAL ORGANISATION AND STRATEGY

Host Institution Course Details

Host Institution Campus
Faculty of Business and Social Sciences

Host Institution Faculty

Host Institution Degree

Host Institution Department
Management

Course Last Reviewed

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