

COURSE DETAIL

ECONOMICS AND BUSINESS STRATEGY

Country

Korea, South

Host Institution

Seoul National University

Program(s)

Seoul National University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Economics

UCEAP Course Number

115

UCEAP Course Suffix**UCEAP Official Title**

ECONOMICS AND BUSINESS STRATEGY

UCEAP Transcript Title

ECON&BUS STRATEGY

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course explores the application of economics principles to firms and firms' strategies. In the first part of the course, firms, their internal organization, and their horizontal and vertical boundaries are examined. In the second part, the course looks at firms' interactions competing against or cooperating with each other. This part includes such topics as strategic pricing, entry and exit, collusion, etc. Finally, it studies how to compare industries in terms of their competitiveness, how firms can position themselves within industry, and also take on questions of competitive advantage and its sustainability.

Language(s) of Instruction

English

Host Institution Course Number

M1314.004700

Host Institution Course Title

ECONOMICS AND BUSINESS STRATEGY

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Economics

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