

# 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 Course Details

### Host Institution Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

Economics

### Course Last Reviewed

2023-2024

[Print](#)