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