



APPLIES TO ACADEMIC YEAR  
2002/2003

## GRA 6824 The Economics of Strategy Analysis

### Program

Master of Science in Business Administration (MScBA), Specialization Course

### Responsible for the course

Randi Lunnan

### Department

Strategy

### Term

Fall

### ECTS Credits

6

### Objective

The course focuses on a broad representation of differing, and often conflicting, perspectives and theories related to strategy content and strategy context and extends the previous knowledge the students have on strategy and strategy analysis from their undergraduate program. The main objective is to develop critical reflections on strategy and strategy analysis among the students participating in the course. The course builds on the knowledge in strategy analysis achieved in the foundation course of strategy analysis in the 3rd year of the siviløkonom program, but extends the perspectives presented in the introductory course and also introduces new perspectives on strategy content and context.

### Prerequisites

A basis course in Strategy

### Compulsory literature

Saloner, Garth, Andrea Shepard and Joel Podolny. 2001. *Strategic Management*. New York: John Wiley  
Compendium consisting of selected articles.

### Recommended literature

### Course outline

Strategy and theories of the firm  
Economics of organizations and organization design  
Competitive advantage  
Entry and the advantage of incumbency  
Industry evolution  
Strategic games  
Hypercompetition  
Intellectual property and information good strategies  
Strategy in Markets with Demand-Side Increasing Returns  
Scale and scope Economics  
Agglomeration and Cluster Strategies  
Global Strategies

### Computer-based tools

Computer simulation program (under review)

### Course structure

The course is structured as a combination of lectures, discussions, in-class activities, case analysis, and student presentations. It requires a substantial amount of preparation by the students and active involvement during

class.

**Evaluation**

The two group based cases count 20% each, and the final individual written exam (4 hours, no aids) counts 60%

**Evaluation code(s)**

GRA68241 Case Analysis 40%

GRA68242 Written exam (4 hours) 60%

**Aids at the examination**

None

**Makeup exam**

Next time the course is offered.