



APPLIES TO ACADEMIC YEAR 2007/2008

GRA 6829 Strategy for Industrial Competitiveness

Program

Master of Science in Business and Economics, Master of Science in Business and Economics (Strategy), Master of Science in Political Economy, Specialization Course

Responsible for the course

Torger Reve

Department

Strategy and Logistics

Term

According to study plan

ECTS Credits

6

Language of instruction

English

Objective

The course explores the determinants of industrial competitiveness and successful economic development viewed from a bottom-up, microeconomic perspective. While sound macroeconomic policies and stable legal and political institutions create the potential for industrial competitiveness, wealth is actually created at the microeconomic and firm level. The sophistication and productivity of firms, the vitality of industrial clusters, and the quality of the business environment, are the ultimate determinants of a nation's or region's productivity.

The course is offered in cooperation with professor Michael E. Porter, Harvard Business School, and the students will have electronic access to lectures and case discussions at Harvard, and extensive Internet data resources are available for project work.

Prerequisites

The course is an elective MSc course with no prerequisite GRA course requirements. The students should have a Bachelor degree in business, economics or political science with a basic understanding of strategy and microeconomics. The course is highly international in its coverage of topics and markets.

Compulsory literature

Books:

Porter, Michael E. 1998. On competition. Boston : Harvard Business School

Other:

HBS Case Collection

Recommended literature

Other:

National study of industrial competitiveness e.g., Torger Reve & Erik W. Jakobsen. 2001. Et verdiskapende Norge. Oslo: Universitetsforlaget or similar study from another country.

Course outline

1. Firms and Industries
 - Introduction to Competitiveness
 - Industry Competition, Strategy and Location
 - Competing Across Borders
2. The Microeconomic Business Environment

- The Diamond Model: Advanced Economies
 - The Diamond Model: Developing/Transitional Economies
 - Clusters and Competitiveness
 - Natural Resource Based Clusters
 - Knowledge Based Cluster
 - Institutions for Collaboration
3. Economic Strategy for Nations, States and Regions
- National Economic Strategy and the Role of Government
 - Regional Economic Strategy
 - Economic Strategy: Developing Economies
 - European Competitiveness and the Role of EU
 - Asian Competitiveness and the Role of China

Computer-based tools

Harvard Business School Electronic Course Platform and Real Player Media Software

Course structure

The course is structured as a combination of short lectures and extensive case discussions. The Harvard Business School format of the course requires that the students prepare extensively for case discussions in class. The students are also required to undertake a group project analysing the competitiveness of a specific industry, region or nation.

In this course class attendance is mandatory. Unexcused absence can result in a lower score. Specific Information regarding student evaluation will be provided in class.

Evaluation

The students are evaluated based on their performance in the case discussions (50%) and on the quality and presentation of the group project (50%).

Evaluation code(s)

GRA 68291 accounts for 100% of the final grade in the course GRA 6829

Aids at the examination

Makeup exam

Re-takes are only possible at the next time a course is held. When course evaluation consists of class participation or process elements, all evaluation elements will have to be re-taken. Re-take examinations entail an extra examination fee.

Honor code

Academic honesty and trust are important to all of us as individuals, and represent values that are encouraged and promoted by the honor code system. This is a most significant university tradition. Students are responsible for familiarizing themselves with the ideals of the honor code system, to which the faculty are also deeply committed.

Any violation of the honor code will be dealt with in accordance with BI's procedures for cheating. These issues are a serious matter to everyone associated with the programs at BI and are at the heart of the honor code and academy integrity. If you have any questions about your responsibilities under the honor code, please ask.