



APPLIES TO ACADEMIC YEAR 2008/2009

GRA 6829 Strategies 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

Term

According to study plan

ECTS Credits

6

Language of instruction

English

Learning outcome

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 the productivity and innovation capacity of nations and regions.

In this graduate course we will present the diamond model and the development of industrial clusters in advanced, emerging and developmental economies. Strategies at both corporate level, cluster level and national level will be discussed. Thus the course is targeting both students of business and students of political economy. The empirical approach is global.

The course is offered in cooperation with Professor Michael E. Porter, Harvard Business School, and his highly successful, second year Harvard MBA course, Microeconomics of Competitiveness. The BI 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. Active participation in case discussions is required.

Compulsory literature

Books:

Porter, M. E. 2008. On competition (revised and expanded edition). Boston: Harvard Business School

Articles:

Porter, Michael E., Christian Ketels & Mercedes Delgado. 2007. The microeconomic foundations of prosperity. The Global Competitiveness Report 2007-2008, World Economic Forum. Pages 52-81

Reve, Torger. 1996. Toward an Integrative Model of Strategy Development: From dynamic clusters to core capabilities. In: Joyce Falkenberg & Sven A. Haugland, eds. Rethinking the boundaries of strategy. Copenhagen: Handelshøjskolens Forl. pp 103-122

The Ministry of Petroleum and Energy. 2007. Facts 2007 - The Norwegian petroleum sector. Available at the following site:

<http://www.npd.no/English/Produkter+og+tjenester/Publikasjoner/Faktaheftet/Faktaheftet+2007/coverpage.htm>

Collection of articles:

Harvard Business School Case Collection

Recommended literature**Books:**

Reve, Torger & Erik W. Jakobsen. 2001. Et verdiskapende Norge. Oslo: Universitetsforlaget. or similar industrial cluster study for other countries.

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.
Thomas Friedman. 2005. The World Is Flat, London: Allen Lane

Course outline

1. Firms and Industries
 - Introduction to Competitiveness
 - Industry Competition, Strategy and Locations
 - Competing Across Borders
 - Globalization and Internationalization of Firms
2. The Microeconomic Business Environment
 - The Diamond Model: Advanced Economies
 - The Diamond Model: Transitional Economies
 - The Diamond Model: Developing Economies
3. Industrial cluster development
 - Clusters and Competitiveness
 - Natural Resource Based Clusters
 - Knowledge Based Cluster
 - Institutions for Collaboration
 - Mechanisms for Cluster Upgrading
4. Economic Strategy for Nations, States and Regions
 - National Economic Strategy and the Role of Government
 - Regional Economic Strategy
 - Economic Strategy: Emerging and Developing Economies
 - European Competitiveness and the role of EU
 - Asian Competitiveness and the Role of China and India

Computer-based tools

Harvard Business School Electronic Course Platform and Flash Player 8 Media Software and Netscape 7.x

<http://isites.hbs.edu/index.jhtml?site=3188>

BIs Learning Platform: BLACKBOARD

Course structure

The course is structured as a combination of short lectures and extensive case discussions, as well as selected guest lectures. The Harvard Business School format of the course requires that the students should prepare extensively for case discussions in class.

Half of the cases are taught using the HBS case approach where all students are expected to participate actively on an individual basis, while half of the cases are taught using the Kellogg case approach in which the study groups prepare case presentations in advance.

Most class sessions are audio- and videotaped, and the class output can be shared with other universities in the Harvard "Microeconomics of Competitiveness" network.

The students are also required to undertake a group project analysing the competitiveness of a specific industry, region or nation.

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%). There is no written exam in the course. All parts of the evaluation must be passed in order to obtain a grade in the course

Evaluation code(s)

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

Aids at the examination

Exam aids at written examinations are explained under exam information in our web-based Student handbook. Please note use of calculator and dictionary.
<http://www.bi.edu/studenthandbook/examaids>

Makeup exam

Re-takes are only possible at the next time a course will be held. When the course evaluation has a separate exam code for each part of the evaluation it is possible to retake parts of the evaluation. Otherwise, the whole course must be re-evaluated when a student wants to retake an exam. Retake 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.