APPLIES TO ACADEMIC YEAR 2012/2013

GRA 8151 Maritime and Offshore Clusters and Global Knowledge Hubs

Programme
Executive Master of Business Administration (EMBA) in Shipping - Offshore and Finance

Responsible for the course
Torger Reve

Department
Department of Strategy and Logistics

Term
According to study plan

ECTS Credits
4

Language of instruction
English

Introduction

Learning outcome
At the end of this course, candidates are expected to achieve the following:
1. An understanding of industrial competitiveness and the major drivers in industrial development.
2. An understanding of industrial clusters and global knowledge hubs with particular application to the maritime and offshore oil and gas sectors.
3. An ability to perform strategic analyses of nations, regions and industries as basis for investment or location decisions.

Prerequisites
Bachelor degree or equivalent, 4 years work experience, managerial experience and good written and oral knowledge in English language. See admission to the EMBA in Shipping, Offshore and Finance.

Compulsory reading
Books:
Porter, Michael. 2008. On Competition. avard Business Review Books. Required readings; Ch 6-8 (Recommended readings, Ch 1-5)

Articles:
Reve, Torger. January 2011. “From industrial cclusters to global knowledge hubs. Journal of Competitiveness. Vol. 1. 63-76

Recommended reading

Other:
Atle Blomgren & Amir Sasson. 2011. Knowledge based Oil and Gas Industry.. Reseach rapport. BI rapport - No 3,

Course outline
The students will be introduced to the theory of industrial clusters and global knowledge hubs, and empirical examples will be given from the maritime and offshore industries. The learning approach taken is to analyzed Harvard Business School cases from microeconomics of competitiveness, supplemented by empirical studies of industrial clusters in nations such as Norway and Singapore, as well as guest lecturers from central actors in the maritime and offshore industries. The students are expected to understand the complex interaction of economic and political variables that determine industrial competitiveness, both as seen from an industrial and government policy point of view, and as seen from a corporate point of view.

Computer-based tools
It's Learning

Learning process and workload
This course uses a combination of lectures, guest lectures and discussion of cases, and the students are expected to draw extensively on their own industrial experience. Two approaches to case analysis and case presentations are used: 1. The Harvard approach where there is an extensive open discussion where all students participate. The students have to be very well prepared in advance to get gull value of the HBS approach. 2. The Kellogg approach where students work in pre assigned groups to prepare a case analysis in a consulting report format, using Power Point or other presentation techniques.

Examination
EMBA candidates in the course will be assessed as follows:

Class Participation	20%
Group Essay (min. 25 pages)	40%
Individual Essay (min. 20 pages)	40%

Examination code(s)
GRA 81511- Process evaluation; counts for 100 % to pass the program GRA 8151, 4 ECTS credits.

The course is a part of a full Executive MBA in Shipping, Offshore and Finance and all evaluations must be passed to obtain a certificate for the degree.

Examination support materials

Re-sit examination
Re-takes are only possible at the next time a course will be held. When course evaluation consists of class participation or process elements, the whole course must me re-evaluated when a student wants to retake a exam. Retake examinations entail an extra examination fee.

Additional information
CASES
1.“Remaking Singapore”, HBS Case, Special MOC Version, 2009 (by Michael E. Porter, Boon Siong Neo, Christian Ketels)
2.“Indonesia: Attracting Foreign Investment”, HBS Case 9-708-420, 2008 (by Michael E. Porter, Christian Ketels)
3.“Vietnam: Sustaining the growth of an Asian tiger” HBS Case, Special MOC draft version, 2012 (by Michael E. Porter, Christian Ketels)
4.“Developing NODE”, BI Case, Draft version, 2012 (by Amir Sasson)