



CIEE Study Abroad

Course title:	Competitive Strategy: A European Perspective
Course number:	ECON 3005 CIEE
Programs offering course:	CIEE Summer Online
Language of instruction:	English
U.S. Semester Credits:	3
Contact Hours:	45
Term:	Summer 2020

Course Description

In this course we will analyse the strategic decisions made by firms to compete successfully in the marketplace, with a special emphasis on European specific problems and environment. The course will provide basic foundations of industrial economics, an introduction to game theory as a tool of strategic thinking but also consider other approaches from management science. We will consider American, European and Spanish firms case studies. We will also discuss the implications and limitations of corporate strategy given by competition law.

Learning Objectives

By completing this course, students will:

- Evaluate firm profitability and competitive advantage in relation to strategic decisions.
- Examine a variety of frameworks to understand a business environment.
- Develop tools to define the market and your business to formulate a strategic position.
- Formulate how to compete (or cooperate) with your rivals in a market.
- Recommend strategic decisions taking in consideration regulatory and antitrust restrictions.

Course Prerequisites

3 semesters of college-level micro- or macroeconomics. 1 semester of calculus recommended.

**Students are responsible for having course approval conversations about how their prior courses meet pre-requisites with their home school advisors.*

CIEE Summer Online courses will involve asynchronous instruction. Instructors will apply theory and deliver the learning objectives using a rich array of online teaching methods and resources from CIEE host countries and communities. Full details, including dates and deadlines for assessments, will be provided in the final syllabus shortly before online learning begins.