

Cover Sheet: Request 10491

New Course :: ECO 4708: Economics of Competitive Strategy

Info

Process	Course New Ugrad/Pro
Status	Pending
Submitter	Knight,David T thomas.knight@ufl.edu
Created	10/15/2015 2:44:54 PM
Updated	12/4/2015 2:32:23 PM
Description	The request is to add a new course (Economics of Competitive Strategy) to the UF Catalog. The course will satisfy the upper-division economics elective requirement for students majoring in economics. It will also provide critical preparation for undergraduate students interested in pursuing graduate studies in business-related disciplines

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	CLAS - Economics 011643001	Knight, David T		10/15/2015
No document changes					
College	Recycled	CLAS - College of Liberal Arts and Sciences	Pharies, David A	conditionally approved. 1. Under student objectives, please begin with the phrase "Students who successfully complete this course will be able to"; 2. Under Course Textbook, please provide full bibliographic information, including city where published.	11/12/2015
No document changes					
Department	Approved	CLAS - Economics 011643001	Knight, David T		11/15/2015
No document changes					
College	Approved	CLAS - College of Liberal Arts and Sciences	Pharies, David A		12/4/2015
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			12/4/2015
No document changes					
Statewide Course Numbering System					
No document changes					
Office of the Registrar					
No document changes					

Step	Status	Group	User	Comment	Updated
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

Course|New for request 10491

Info

Request: New Course :: ECO 4708: Economics of Competitive Strategy

Submitter: Knight,David T thomas.knight@ufl.edu

Created: 11/15/2015 9:27:36 AM

Form version: 2

Responses

Recommended Prefix: ECO

Course Level : 4

Number : 708

Lab Code : None

Course Title: Economics of Competitive Strategy

Transcript Title: Econ of Comp Strategy

Effective Term : Earliest Available

Effective Year: Earliest Available

Rotating Topic?: No

Amount of Credit: 4

Repeatable Credit?: No

S/U Only?: No

Contact Type : Regularly Scheduled

Degree Type: Baccalaureate

Weekly Contact Hours : 4

Category of Instruction : Advanced

Delivery Method(s): On-Campus

Course Description : Focuses on identification and analysis of competitive strategies in expanding markets. Draws on strategic management, the economics of technological change and R&D investments, and dynamic game theory, to address challenges faced by firms. Examines demand-based network externalities, the dynamics of pricing rivalry, industry evolution, R&D strategies entry and exit decisions.

Prerequisites : ECO 2013 & ECO 2023 & ECO 3101 & (MAC 2023 or higher)

Co-requisites : None

Rationale and Placement in Curriculum : This advanced undergraduate economics elective introduces students to the application of advanced microeconomic concepts to the strategic decisions of firms. No current elective in the UF Catalog provides this coverage.

The topics covered in this course are especially relevant to students wishing to pursue careers in industry, and/or graduate studies in business-related disciplines.

Course Objectives : Students who successfully complete this course will be able to:

- 1) To apply intermediate microeconomic models to real-world business decisions.
- 2) To examine the role that pricing and product differentiation choices have on competitors.
- 3) To analyze the rationale for entry into and exit from a particular market.

Course Textbook(s) and/or Other Assigned Reading: David Besanko, David Dranove, Mark Shanley, Scott Schaefer, Economics of Strategy, 6th Edition, John Wiley and Sons Publishers. Hoboken, NJ. 2010. (Referred to as "BDSS" below)

Weekly Schedule of Topics : Week 1:

Review of Economic Principles (BDSS, Primer)

Week 2:

Boundaries of the Firm (BDSS, Chapters 2 and 3)

Week 3:

Integration (BDSS, Chapter 4)
Problem Set I due

Week 4:
Competition (BDSS, Chapter 5)

Week 5:
Entry and Exit (BDSS, Chapter 6)

Week 6:
Competing Across Time (BDSS, Chapter 7)

Week 7:
Industry Analysis (BDSS, Chapter 8)
Problem Set II due

Week 8:
Exam Review and Exam 1

Week 9:
Strategic Positioning for Competitive Advantage (BDSS, Chapter 9)

Week 10:
Information and Value Creation (BDSS, Chapter 10)

Week 11:
Sustaining Competitive Advantage (BDSS, Chapter 11)
Problem Set III due

Week 12:
Performance and Incentives (BDSS, Chapter 12)

Week 13:
Strategy and Organization (BDSS, Chapter 13)

Week 14:
Origins of Competitive Advantage (BDSS, Chapter 15)

Week 15:
Performance, Measurement, and Incentives (BDSS, Chapter 16)
Problem Set IV due

Exam 2

Grading Scheme : Numerical final grades will be calculated as a weighted average of the graded course assessments. The weights employed in this calculation are:

Average of 4 equally-weighted problem sets: 20%

Exam 1: 40%

Exam 2: 40%

The numerical final grade calculated above translates into a final letter grade according to the table below:

92.50-100: A
90.00-92.49: A-
87.50-89.99: B+
82.50-87.49: B
80.00-82.49: B-

77.50-79.99: C+
72.50-77.49: C
70.00-72.49: C-
67.50-69.99: D+
62.50-67.49: D
60.00-62.49: D-
0-59.99: E

All grades are rounded to the nearest hundredth point.

Grading and attendance policies are consistent with UF policies, which can be found at:

<http://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

<http://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Instructor(s) : Dr. Chunrong Ai