Course description
This is a Master-level course in Competitive Strategy. The course draws heavily on insights from Industrial Organization and Strategic Management. This course provides strategic frameworks for managing technology determined business. The main focus is on analytical tools which are critical for the development of a business strategy. These tools can provide a framework for deciding which technologies to invest in, how to change organizations for exploiting technologies and how to anticipate the behaviour of competitors, suppliers, and customers.

Previous knowledge expected (Prerequisites)
Participants are expected to have a good understanding of basics in strategic management.

Objective
This course is intended to provide students with a deeper understanding of the economic analysis of technology dominated markets and organizations.

Language of instruction:
This course will be held in English.

Teaching and learning method
The course consists of a mix of group discussions and case studies.

Exam information
Assessment is based on (i) active involvement and participation in class (please note that class attendance is mandatory!) (accounts for 60% of the grade) and (ii) a paper written in groups (accounts for 40% of the grade).

Schedule
TBA

Topics and readings

- **Session 1: Introduction**
  No readings required

- **Session 2: Porter’s Framework and the Resource-Based-View**

• **Session 3: Life cycles**

• **Session 4: Systems, Standards – Living in a network world**

• **Session 5: Architecture, interfaces, modularity**

• **Session 6: Technological Diskontinuities and dominant Designs**

• **Session 7: Dynamic capabilities**

• **Session 8: Strategy under uncertainty**