

General Information	
Academic subject	Competitive Analysis
Degree course	Marketing
Curriculum	
ECTS credits	8
Compulsory attendance	No
Language	English

Subject teacher	Name Surname	Mail address	SSD
	Mario Intini	mario.intini@uniba.it	SECS-P/06
	Ernesto Somma	ernesto.somma@uniba.it	SECS-P/06

ECTS credits details			
Basic teaching activities			

Class schedule	
Period	II nd semester
Year	2020-2021
Type of class	Frontal lessons, exercises and seminars

Time management	
Hours	56
Hours of lectures	37
Tutorials and lab	19

Academic calendar	
Class begins	10th March 2021
Class ends	May 2021

Syllabus	
Prerequisites/requirements	
Expected learning outcomes (according to Dublin Descriptors) (it is recommended that they are congruent with the learning outcomes contained in A4a, A4b, A4c tables of the SUA-CdS)	<p><i>Knowledge and understanding</i></p> <p>This course aims at developing an understanding of a range of business pricing and related practices viewed through the lens of economics. Thus, it aims to take the relevant economics from abstract modelling to explaining and understanding more practical phenomena. The course aims to provide students with the analytical knowledge and tools useful for understanding and analysing the functioning of markets, industrial systems, strategic business interactions and major industrial policy issues.</p> <p><i>Applying knowledge and understanding</i></p> <p>The student will be able to apply the main economic and market theories to analyse the behaviour and performance of enterprises in different conditions and market structures and to identify the anti-competitive behaviours of companies operating within a specific industry</p>

Making informed judgements and choices

The acquired knowledge will enable the student to independently evaluate the competitive dynamics of a market and the company's strategic behaviours, identifying any critical issues, and to suggest possible policy solutions.

Communicating knowledge and understanding

At the end of the course, the student will be competent about the technical language and will be able to properly discuss Industrial Economics topics. In addition, he/she will acquire the ability to use graphic analysis to illustrate the economic phenomena.

Capacities to continue learning

At the end of the course, the student will be able to describe and recognize the main market forms, the strategically interactions between companies, and he/she will know how to evaluate the welfare implications.

Contents

The course aims to provide the analytical basis for understanding companies strategies, which will be analysed in the light of the results of modern industrial organization theory. This provides the schemas, concepts and tools to frame decision-making and to develop rigorous strategic thinking skills.

Program of the course:

- The concept of strategy
- Goals, values and performance
- Industry Analysis
- Resources and Capabilities
- Strategy Implementation
- Competitive Advantage
- Technology and the Management of Innovation
- Competitive Advantage in Mature Industries
- The Multinational Corporation
- Diversification Strategy
- M&A and Alliances
- Case studies

Bibliography	<p>Grant, R., Contemporary strategy analysis: Text and Cases Edition, 10th edition, 2019, Wiley (Chapters: 1- 15)</p> <p>Besanko, D., Dranove, D., Shanley, M., & Schaefer, S. (2017). Economics of strategy. John Wiley & Sons.</p>
Notes	
Teaching methods	<p>The teaching process combines lectures and class discussions / problem sets. The classes are deliberately designed to provide a counterpoint to the lectures including worked examples rather than covering the material again. The lectures will focus more upon models and intuition, supplemented with some empirical examples, but the theory is seen as a vehicle through which insights may be obtained rather than an end in itself. The classes focus primarily on problem sheets and applications. .</p>
Assessment methods (indicate at least the type written, oral, other)	<p>Written Exam (75%)</p> <p>25% Paper Presentation (Group)</p> <p>The exam will consist of multiple choice from the textbook, exercises, class handouts and cases.</p>
Evaluation criteria (Explain for each expected learning outcome what a student has to know, or is able to do, and how many levels of achievement there are.	<p>At the end of the course students will be able to:</p> <ol style="list-style-type: none"> 1) understand the economic principles for industry analysis and strategy formulation; 2) use the acquired competencies to analyze the drivers of competition and devise effective strategies; 3) apply the results of empirical and theoretical literature to real world cases and identify solutions to relevant questions 4) develop a critical ability and the capacity to formulate research questions and to develop research autonomously; 5) conduct work in groups and present the results in public
Further information	