



Reg No: FAK 1 2007/7

*Arkiv av
Gäller för
VT-2009*

Faculty of Economic Sciences, Communication and IT
Economics

Syllabus

Course Approval

The syllabus was approved by the Faculty Board of Economic Sciences, Communication and IT on 11 October 2007, and is valid from the Spring semester of 2008 at Karlstad University.

Course Code: NEGB24

Industrial organisation and business strategies, 7.5 ECTS Credits
(**Industriell organisation och konkurrensstrategi, 7.5 Swedish credit points**)

Degree Level: Bachelor

Progression Level: B

Language of Instruction

The language of instruction is English, if so required.

Prerequisites

Economics 30 ECTS cr.

Major Field of Study

Economics

Aims

Upon completion of the course students should be able to:

- understand what factors determine the vertical and horizontal boundaries of a company,
- understand why the organisation affects company results,
- understand how different competitive means combine and how choice of strategy depends on anticipated competitor behaviour,
- perform analyses of the competitive situation in different industries,
- understand the cause of conflict between management and owner and how incentive contract and surveillance (partly) can solve conflicts, and
- critically analyse and evaluate different corporate choices of competitive strategies.

Course Content

The course deals with corporate action on markets characterised by imperfect competition, the design of business strategies and the internal organisation of markets and industries.

The course is based on the so called transactional cost theory, which explains the horizontal and vertical size of a company. Strategic scenarios and choice of

competitive means and strategies for investments in, for instance, excess capacity, marketing, diversification and entry deterring pricing.

The appropriateness of the traditional assumption of profit maximisation as a basis for analysing company action is questioned and alternatives presented.

The course also deals with models of analysis for individual sectors, such as Michael Porter's competitive strategy model. The usefulness of the model is discussed and students apply it to a real case.

Reading List

See separate document.

Examination

Examination is in the form of a final, written test, a number of minor tests, and a oral and written presentation of a report.

Grades

One of the grades Fail, (U), Pass (G), or Distinction (VG) is awarded in the examination of the course.

Quality Assurance

Follow-up relating to learning conditions and goal-fulfilment takes place both during and upon completion of the course in order to ensure continuous improvement. Course assessment is based on student views and experiences as reported in written course evaluations and/or group discussions. Students will be informed of the result of the evaluation and of the measures to be taken.

Course Certificate

A course certificate will be provided upon request.

Additional Information

Students who enrolled before 1 July 2007 will complete their studies in accordance with the requirements of the earlier admission. Upon completion students may request degree and course certificates to be issued under the current ordinance if they meet its requirements.

The local regulations for undergraduate studies at Karlstad University stipulate the obligations and rights of students and staff.