

1. Course Identity

Course name	Economics of Strategy		
Faculty	Business and Economics	Study Program	Economics
Code	SIE949	Credit	3
Group	Study Program	Course Status	Elective
Semester	7	Availability	Limited
Learning Method	In-Class	Media	Blended
Course Group	Elective Course	Prerequisite	Intermediate Microeconomics

2. Course Description

This course analyzes the strategic decisions made by companies and the factors that determine the choice. Microeconomic theory and industrial economics are used to understand the tradeoffs faced by companies when deciding on a strategy. Emphasis on analyzing the role of imperfect competition markets for company decisions as well as company responses to changes in the market environment. Each topic is studied further by reading and discussing case reports based on real-world dilemmas faced by companies.

3. Learning Outcome

GLO Code	Formulation of Graduate Learning Outcome (GLO)	CLO Code	Formulation of Course Learning Outcome (CLO)
K	Able to apply the knowledge and the skills in entrepreneurial economics to read and seize business opportunities	K6	Able to apply economic concepts and theories in analyzing strategy and internal business performance for the decision making

4. Study Materials and Main Reference

Materials	<ol style="list-style-type: none"> 1. Business and economic environment 2. Important Economic Concepts, Strategies and Instruments 3. Rationality and asymmetric information 4. Company Boundaries: Company horizontal boundaries 5. Company Boundaries: The vertical boundaries of the company 6. Industry Analysis: Entry and Exit Constraints and Strategies 7. Industry Analysis: Porter's Analysis of Competitive Strength & Its Applications 8. Market Competition Analysis: Price competition. 9. Market Competition Analysis: Non-price competition. 10. Market Analysis: Differentiation, monopolistic and monopoly competition, entry barriers and strategic competition 11. Market Analysis: Oligopoly, game theory and game strategy 12. Maintain competitive advantage 13. Organizational internal management <ol style="list-style-type: none"> 1. Environment, Power and Culture in the organization
Main Reference	David Besanko, David Dranove, Scott Schaefer, and Mark Shanley, 2017, Economics of Strategy, John Wiley: 7th Edition

Secondary Reference	<ol style="list-style-type: none"> 1. Jackson A Nickerson & Brian S Silverman, 2009, Economic Institutions of Strategy, Emerald, Volume 26 2. John Sloman, Dean Garratt, Jon Guest, Elisabeth John, 2017, Economics for Business, Pearson (bab 9-19) 3. John Sloman & Elisabeth John, 6th edition, Pearson: Essential Economics for Business, 4. W. Chan Kim, Renée Mauborgne, 2015, Blue ocean strategy: how to create uncontested market space and make the competition irrelevant, Harvard Business School Publishing Corporation 5. Daniel Kahneman, 2002, Maps of Bounded Rationality: A Perspective of Intuitive judgement and choice, https://www.nobelprize.org/uploads/2018/06/kahnemann-lecture.pdf
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Date :	Date:	Date :
Approved by the Dean	Checked by the Head of Study Program	Prepared by:
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