Strategy Course (Fall 2006)

Are you considering a career in Consulting? Aspire to a Senior Management position? Perhaps you are thinking about an Entrepreneurial Venture of your own?

UGBA 117-1
Competitive Strategy

MW 12:30 - 2:00PM (3 Units)

Competitive strategy focuses on the strategic interactions among competitors in dynamic business environments. In this course, we will assume a senior-executive perspective on the management of organizations with the intent of improving your strategic decision-making skills. We will use basic applied economic perspectives to examine strategic decision-making in both competitive and cooperative settings. You will learn the analytical tools used by firms to examine the ways in which companies can interpret and anticipate strategic actions among competitors. With these tools, you will be able to analyze the rational and irrational behaviors displayed in strategic interactions over time.

The course will address questions such as: What determines the balance of power in an industry? Why is the timing of market entry critical? How can companies use signaling to their competitive advantage? How can competitive bidding situations be turned in one company's favor? How do firms use tacit collusion to influence the profitability of their firms and of their competitors?

This course will encourage you to develop a dynamic, interactive view of organizations - a view in which competitors do not sit idly by while you carry out your strategy (they react!).

Questions?

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