

MGMT 6031 Industry and Competitive Analysis

Executive Summary

Course: MGMT 6031 Industry and Competitive Analysis
Credits: 4 credits
Prerequisites: MBA 6300

Description

This course focuses on creating and sustaining competitive advantage through the development and deployment of firm resources, and through the optimal choice of firm boundary.

Objectives

We explore the following topics:

- The notion of added value
- How firms add value through their resources and the incentives to develop resources
- Why companies exist
- Why a company would participate in more than one line of business
- How to evaluate and manage 'hybrid' business forms such as franchises

Learning Outcomes

This class is designed so as to spend the first month introducing different tools and ideas. The remainder of the class then integrates these ideas to provide students with a systematic and comprehensive way to look at companies. This final stage is augmented by a term project, which culminates with a presentation and report.