

Executive Course:

Microeconomics of Competitiveness (MOC)

A course to make a difference!

A course to have an impact!

Microeconomics of Competitiveness: Firms, Clusters, and Economic Development (MOC) is a university-wide graduate course offered to students from the Harvard University as well as to student from affiliated foreign universities such as the Center for Competitiveness of the University of Fribourg (www.unifr.ch/competitiveness). The course has been created in a multiyear development effort by Professor Michael E. Porter and the staff and affiliates of the Institute for Strategy and Competitiveness at Harvard Business School.

The MOC course explores the determinants of competitiveness and successful economic development viewed from a bottom-up, microeconomic perspective. **The ultimate vision of the course is to make a meaningful impact on the economic competitiveness and prosperity of the regions and countries in which it is taught.**

The course platform consists of case studies and other written materials plus an extensive library of video content that can be used in class including lectures by Prof. Porter for all sessions and videotapes of case protagonists including heads of state, senior ministers, governors, and others. Finally, a course website for course's participants is available and offer networking opportunities with foreign students including Harvard students.

Executive MOC course at the University of Fribourg:

The Center for Competitiveness organises executive courses for **government officials and private sector leaders** on request. These courses can be **customised** to address the specific needs of governmental agencies, institutions, associations, companies and individuals.

The courses are taught either in **French** or in **English**

A typical course comprises 2 to 3 consecutive days

For more information, please contact philippe.gugler@unifr.ch