

MICROECONOMICS *of* COMPETITIVENESS

AN AFFILIATE NETWORK OF HARVARD BUSINESS SCHOOL

MASTER COURSE:

MICROECONOMICS OF COMPETITIVENESS (MOC)

PROF. DR. PHILIPPE GUGLER

Spring term 2021

Monday, 12.15 - 15.00



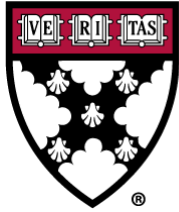
Prof. Philippe Gugler and Prof. Michael E. Porter

The MOC course explores the determinants of competitiveness and of 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 students from affiliated foreign universities such as the Center for Competitiveness of the University of Fribourg (www.unifr.ch/competitiveness).

The course has been developed by Professor Michael E. Porter & his staff and by affiliates of the Institute for Strategy and Competitiveness (HBS).

successful economic development viewed from a bottom-up, microeconomic perspective. While sound macroeconomic policies, stable legal and political institutions, and improving social conditions create the potential for competitiveness; wealth is actually created at the microeconomic level. The sophistication and productivity of firms, the vitality of clusters, and the quality of the business environment in which competition takes place are the ultimate determinants of nation's and/or region's productivity.

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 recordings of case protagonists including heads of state, senior ministers, governors, (...). Finally, a course website for students is available and offers networking opportunities with foreign students including Harvard students.



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COURSE ORGANIZATION - 9 IMPORTANT INFORMATIONS

I) Registration: Each student **needs to be registered** in order to get access to the course material via the Harvard electronic platform, **in addition** to the usual registration procedure of the University of Fribourg. Each student will get a password and the course documentation, which comprises *inter alia* the case studies as well as other publications.

II) Registration: February 15 - March 12 2021 (Basile de Raemy or Samuel Ferreira Gomes, Office G 504, Monday-Friday, **08.30-11.30**). We strongly advise to be **registered at the beginning of the semester (February 22) in order to attend the course from the beginning (participation constitutes part of the grading)**.

III) Registration costs: 70 CHF (Basile de Raemy or Samuel Ferreira Gomes, Office G 504, Monday-Friday, **08.30-11.30**, please bring the exact change). This includes the course documentation, copyrights, electronic access and individual password to the HBS website. Once registered with access to the course material, **we cannot refund** the registration fee due to copyrights agreements with the HBS.

IV) Course documentation (with the case studies): The course documentation will be provided when the registration occurs.

V) Textbook: “On Competition”, by M. E. Porter, Harvard Business Review Book, 2008 (the textbook will be provided on the electronic platform).

VI) Usual sessions will run every Monday from 12.15 until 15.00. Sessions will run for three hours (3x45 minutes). Each session will comprise:

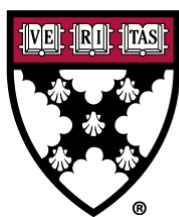
- A case discussion (60 minutes);
- A lecture (75 minutes);

VII) Students will be asked to apply their learning in a team project, which analyzes the level of competitiveness of a selected country (or region in a large country) and one of its clusters. Groups include 3 to 4 students.

VIII) Grading: There won't be any exam (oral or written) at the end of the spring term. The grading will be based on the average of the two following assessments:

- Assessment 1: **Class/Online participation** (mainly during the case studies discussions).
- Assessment 2: **Report and presentation**.

IX) Please note that students have to register for the course at the beginning of the spring term according to the faculty regulations, even though there won't be an actual exam at the end of the term. Students who do not register for the course (and therefore for the exam) lose the right to validate the course. Students **who fail at the spring term assessment will have to take a written exam (90 minutes). This exam will take place at the fall exam session (end of August – beginning of September 2020).**



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COURSE SCHEDULE

(Schedule subject to minor changes)

Date	Session topic	Case study (course documentation)	Reading (available on the MOC platform)
February 22nd 12pm-3pm	Course presentation and organization		
March 1 st 12pm-3pm	Introduction Chapter 1: Competitiveness: Overall framework		“On Competition”, chapters 6 and 7
March 8th 12pm-3pm	Chapter 2: Firms’ strategies and operations	I) “Tesla : testing a business model at its (r)evolutionary best” (Ivey case)	“On Competition”, Introduction and chapters 1, 2 and 8
March 15th 12pm-3pm	Chapter 3: How Smart Connected Products and Augmented Reality technologies are Transforming Companies	I) “IoT Case Studies Companies Leading the Connected Economy”	“On Competition”, Introduction and chapters 1, 2 and 8
March 22nd 12pm-3pm	Chapter 4: Creating shared value video: Shared Value Summit (NY)	I) “Nestlé’s Creating Shared Value Strategy” (HBS case)	“Creating Shared Value”, by M. E. Porter and M. R. Kramer, Harvard Business Review, January 2011
March 29th 12pm-3pm	Chapter 5: Quality of the business environment: The Diamond Model Chapter 6: Clusters and clusters development	I) “The Californian Wine Cluster” (HBS case) II) “The Australian Wine Cluster” (HBS case)	“On Competition”, chapter 6 “On Competition”, chapter 7
April 12th 12pm-3pm	Chapter 7: Competitiveness of Switzerland: a Microeconomic approach Chapter 8: How to understand the impact of the coronavirus according to Michael Porter’s framework?	I) “The Dutch Flower Cluster” (HBS case)	“On Competition”, chapters 6 and 7
April 19th 12pm-3pm	Chapter 9: Attracting foreign direct investment	I) “Indonesia: Attracting Foreign Investment” (HBS Case) II) Vietnam: Sustaining the Growth of an Asian Tiger (HBS case)	“On Competition”, chapters 6 and 7
April 26 th 12pm-3pm	Chapter 10: Economic strategy at the national and regional levels Chapter 11: Economic strategy: City level – Smart and Innovative cities	I) “Remaking Singapore” (HBS case) II) “Competitiveness of Cities: Making Madrid Smart” (Center for Competitiveness case)	“On Competition”, chapters 6 and 7
May 3rd	Team projects finalization		
May 10th	Team projects presentations		
May 17th	Team projects presentations		