

MICROECONOMICS *of* COMPETITIVENESS

AN AFFILIATE NETWORK OF HARVARD BUSINESS SCHOOL

MASTER COURSE:

MICROECONOMICS OF COMPETITIVENESS (MOC)

PROF. DR. PHILIPPE GUGLER

Spring term 2024

Monday, 11.15am - 2.00pm



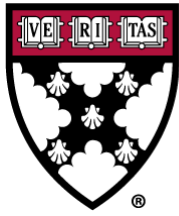
Prof. Philippe Gugler and Prof. Michael E. Porter

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 Moodle 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, (...).



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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 12 - March 11 2024 (Patrizia Conforti, Office G 402, Monday-Friday, **08.30-11.30**). We strongly advise to be **registered at the beginning of the semester (February 19th) in order to attend the course from the beginning (participation constitutes part of the grading)**.

III) Registration costs: 70 CHF (Patrizia Conforti, Office G 402, Monday-Friday, **08.30-11.30**, please bring the exact change). This includes the course documentation and copyrights. 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 11.15am until 2.00pm. 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 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 2024).



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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 19th 11.15am-2pm	Course presentation and organization Introduction Chapter 1: Competitiveness: Overall framework Teams allocation		
February 26th 11.15am-2pm	Chapter 2: Firms' strategies and operations	ON (HBS case)	"On Competition", Introduction and chapters 1, 2, and 8
March 4th 11.15am-2pm	Chapter 3: Competitiveness and Blue Ocean Strategies Chapter 4: Competitiveness: disruptive, non-disruptive and value based innovation	Citizen M case (LBS)	"On Competition", Introduction and chapters 1, 2, and 8
March 11th 11.15am-2pm	Chapter 5: Globalization of locations and firms	How Netflix expanded to 190 countries in 7 years (HBR)	"On Competition", Introduction and chapters 1, 2, and 8
March 18th 11.15am-2pm	Online session: <ul style="list-style-type: none"> M.Porter: Strategy and creation of shared value (CSV) M.Porter: Rethinking Capitalism M. Kramer: Creating shared value: Competitive advantage through social impact 	Online session	"On Competition", chapters 12, , 13, and 14 "Creating Shared Value", by M. E. Porter and M. R. Kramer, (HBR) "Innovating for shared value", Pfitzer et al., (HBR) "Measuring created shared value", Porter et al., (HBR)
March 25th 11.15am-2pm	Chapter 6: Competitiveness and creation of shared value (CSV)	Nespresso "The Positive Cup", 2022 Progress Report	"On Competition", chapters 12, 13, and 14
April 8th 11.15am-2pm	Chapter 7: Quality of the business environment: The Diamond Model Chapter 8: Clusters and clusters development	I) "The Californian Wine Cluster" (HBS case) II) "The Australian Wine Cluster" (HBS case)	"On Competition", chapters 6 and 7
April 15th 11.15am-2pm	<ul style="list-style-type: none"> Team Project reviews Medical device cluster in the region of Freiburg-in-Breisgau (video) Medtech cluster in Galway Region (video) 		Dublin Construction Cluster (Agakhanova, Eyer, Mavrogonatou, Premand) The Medtech cluster in Galway (Coussa, Jam, Quirighetti, Rossier)
April 22nd 11.15am-2pm	Chapter 9: Economic strategy at the national and regional levels	"Remaking Singapore" (HBS case)	"On Competition", chapters 6 and 7
April 29th 11.15am-2pm	Chapter 10: Economic strategy: Smart and Innovative cities	Making Madrid Smart (Center for Competitiveness Case)	"On Competition", chapter 10
May 6th 11.15am-2pm	Team projects presentations		
May 13th 11.15am-2pm	Team projects presentations		
May 20th	Pentecost – public holiday		
May 27th	No course: Compensated by suppression of coffee breaks during the semester		