

Competitiveness

Learning objectives and outcomes:

The course explores the determinants of competitiveness and successful economic development viewed from a bottom-up, microeconomic perspective. While sound macroeconomic policies, stable legal and political institutions as well as 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 a nation's or region's productivity.

After the course, students should be able:

- to understand the interaction between the micro level (entrepreneurial activity), meso level (regional clusters) and macro level (national policy),
- to understand the complex relationship between government activity and business activity within institutions for collaboration,
- to apply their knowledge in the framework of a concrete research project for a concrete country and cluster.

Content:

The course “Microeconomics of Competitiveness: Firms, Clusters, and Economic Development (MOC)” 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 course covers the following topics:

1. Competitiveness: Overall framework
2. Competition Across Locations: Global Strategies for Multinational Companies
3. Introduction to the Diamond Model
4. Clusters and Cluster Development in Advanced Economies
5. Economic Strategy: Advanced Economies
6. Economic Strategy: States and Sub-National Regions
7. Institutions of Collaboration
8. European Economic Integration and Competitiveness

Teaching Methods:

Lectures, case discussions

Conditions of Participation:

Admission to the HHL full-time Master Program in Management (M.Sc.).

Application, combination and frequency:

The course is part of the core module “Economics” and can only be chosen in combination with all other courses of the module. The contents are matched with the other lectures within the module “Economics”. The course is held once a year.