

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme/
Integrated Bachelor of Business Administration-Master of Business
Administration Programme/
Master of Business Administration (Family Business &
Entrepreneurship) Programme

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Course Code	MFT5SEEF09	MBM5SEEF09	MFB5SEEF09
Course Title	Economics of Business Strategy		

Course Learning Outcomes (CLO):

At the end of the course, students will be able to:

1. Explain the underlying economic forces that help firms in decision making process.
2. Compare the theoretical insights of strategy with practice.
3. Identify competitive strategies in dynamic markets.

Syllabus

Teaching Hours

<p>Unit I: Introduction to Strategy and Economics</p> <ul style="list-style-type: none"> • A Framework for Strategy • Economic concepts for Strategy 	04
<p>Unit II: Firm Boundaries</p> <ul style="list-style-type: none"> • Horizontal Boundaries • Vertical Boundaries • Diversification 	08
<p>Unit III: Market and Competitive Analysis</p> <ul style="list-style-type: none"> • Competitors and Competition • Dynamics of Pricing Rivalry 	08
<p>Unit IV: Strategic Position and Dynamics</p> <ul style="list-style-type: none"> • Strategic Positioning for Competitive Advantage • Sustaining Competitive Advantage 	10

Suggested Readings:

1. Besanko, D., Dranove, D., Shanley, M. and Schaefer, S., *Economics of Strategy*, Wiley India.
2. Lipczynski, J. and Wilson, J. J., *The Economics of Business Strategy*, Prentice Hall.
3. Kay, J., *The Economics of Business Strategy*, The International Library of Critical Writings in Economics series .
4. Dixit, A. K. and Nalebuff, B. J., *The Art of Strategy: A Game Theorist's Guide to Success in Business and Life*. W. W. Norton & Company.