

NIVEAU « LICENCE »

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# PORTAIL ÉCONOMIE- GESTION

*BUSINESS COMPETITIVENESS*

UE 22, semestre 6

**INSTRUCTOR :**

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**TEACHING OBJECTIVES :**

The objective of this course is to provide students with the foundations they need to understand how enterprises gain and maintain competitive advantage, and thus how managers make dedicated strategic decisions for this purpose. From a methodological point of view, this course synthesizes and integrates different strategic frameworks, empirical research and practical applications with current real world examples. This approach aims to facilitate the understanding of how a different set of strategic tools can be used to solve different problems related to the competitiveness of firms, their seek for a long-term competitive advantage, and their corporate governance strategy.

## PREREQUISITES :

Basic concepts of microeconomic theory (e.g., transaction costs, research costs, etc.) and industrial economics (e.g., market concentration).

## STRUCTURE OF THE COURSE :

The main topics covered in this course include :

- AFI strategy framework
- Analysis of the internal environment (the VRIO framework)
- Analysis of the external environment (Porter's five forces and PESTEL frameworks)
- Innovation and industry life-cycle theory
- Business models and business strategy
- Economies of scale, scope, experience and learning
- Diversification
- Acquisition
- Transaction costs and vertical integration
- Corporate and business governance

By the end of the course, students should be able to demonstrate their ability to :

- Apply the above strategic analytical tools to solve business cases.
- Apply the knowledge, tools and techniques acquired in previous economics, accounting, and operations management courses in order to perform a business simulation.

## BIBLIOGRAPHY :

- *Strategic Management*, 5th ed. Frank Rothaermel.