MOC Project Outline – 2015 Summer Session

Introduction

Globalization is bringing markets closer to everyone, and information sharing is opening up to all that have electronic access. Business trades have become more dynamic than ever, and life style changes have move faster than ever. In order to be in synchronized with the fast changing world, business sustainability is being questioned by many trading and industrial owners. In this case, industrial clusters have become an important economic infrastructure to be analyzed to encapsulate the moving dynamics of economic flow. Competitiveness for a business has to be bolted down to a local central and surrounding factors being considered and fully utilized. The world is becoming intertwiningly related with rapid changes, and the old economic models have been moving targets. As soon as a model is constructed, it is becoming obsolete. Many business owners have expressed frustration that they feel helplessly out of control and lost thus created fear to lose the businesses over competition someday. Equally, policy makers are facing severe challenges to sustain a nation's economic wealth.

Michael Porter and his team has spent over 20 years experimenting real cases with MOC analytical framework dealing with world's big data sets to look into not only a nation's industrial changes, also finding the normalized international data to define the moving targets. As a result, the team has released Cluster Mapping framework for a generalized industrial cluster analysis for any location or nation to be able to construct their industrial analysis with dynamism in mind. This framework is a multi-dimensional construct, and to closely describe it, it is like an architectural framework with layers of details prepared in blue prints in order for future businesses to take on the weathered challenges. This framework is not only a scholarly research; it is prepared for a practitioners' project to boost local wealth based on its best resources and strategies; it is also an echoing validation for business owners and industrial institutions for their future planning. The outcome is a levels of recommendations for institutions as an action list. It serves timely critiques as wells as future constructs as a project specification for all that are designed to be involved.

Project

Microeconomics of Competitiveness (MOC) is a complex theoretical framework designed to analyze an industry's wellbeing based on Diamond factors and global competitiveness index. The outcome of this industrial analysis project is to give a data-driven recommendations to business associations, training institutions, policy institutions, and project managers a clear sense of direction for the upgrade of an industry cluster in a geographical location.

The following Project is to utilize the training methodology from Harvard Business School (HBS), MOC program to train researchers to be proficient in industrial cluster analysis. Case studies will be used from HBS MOC training for concept understanding and theoretical framework. Each week, there will be 2 cases discussed based on the progress of below project design. The purpose is to ensure that students learn details of the framework and analytical tools, and understand the concept related to the project stage.

This is a highly interactive and self-motivated course. Students are expected to meet reading schedule and answer all questions in class. Slip of preparation or concentration can cause the slip of the project schedule.

After course teaching, a ½ hour will be reserved for framework review and project discussion.

ITRI Project Contents

I.	MOC Concept & Case Study Teaching Rules
II.	Project Scope Search – Industry and Place
III.	Presentation Format and Report Format
IV.	Ask Questions
V.	Data Search & Validation by Survey
VI.	Competitive Index
VII.	Diamond Factors
VIII.	Cluster Map
IX.	Issues
X.	Level Analysis
XI.	Survey and Validation
XII.	Recommendations

Project Schedule

Task	Time	Date	Note
Learning the Framework	1 week	June 1- June 7	Each week is 2 3-hour classes with 4 hours preparation work
Identify Industry and Problems	2 weeks	June 1 – June 14	
Data Research	4 weeks	June 8 – June 28	
Construct Framework and Theoretical Model	2 weeks	June 29 – July12	First Draft
Present Framework and Review	1 week	July 13 – July 19	Discussion and Validation
Construct Table of Contents and Structure Paper	1 week	July 20 – July 26	Max. 30 pages
Submit Presentation for Ketels Review	1 week	July 27 – August 2	Feedback and revision
Design Survey and Conduct Survey	2 weeks	August 3 – August 16	Document sources carefully
Construct recommendation and identify institutional	2 weeks	August 17 – August 23	

sources			
Writing the paragraphs	1 week	August 23 – August 30	
Submit for Review - Ketels	1 week	August 31 – September 6	Discuss revision and more research
Submit for acceptance		September 6	