

Syllabus – June 3, 2015, IDAS English Corner, Course Time, Tuesday and Friday, 2pm-5pm

Micro Economics of Competitiveness – Firms, Clusters, and Economic Development

Instructor – Janet Tan

## **Course Expectations**

### **Background:**

This course focuses on learning through the active application of new concepts in class discussions and team projects. This allows students to test their understanding of theoretical tools by applying them to real-life situations. The success of this method depends strongly on the active participation of all students in the preparation of cases, in class discussions, and in their team projects.

The class is teaching with the HBS case method. All students are expected to make their best effort to participate actively in the case discussions, and encourage and support the participation of others.

### **Attendance and Preparation:**

Given the cumulative nature of the course and the relatively small number of class sessions, attendance at every class is mandatory and important. Students must notify the instructor of any absence in advance of class by e-mail ([janettan.liu@gmail.com](mailto:janettan.liu@gmail.com)). In the case of an emergency, contact us as soon as possible afterward. Even for absences due to illness, students are responsible for assignment preparation and for discussing the class with colleagues.

### **Classroom Discussions:**

Primarily, *MOC* is a course about a way of thinking about competitiveness. The “answer” is less important than the thinking process. Analytical rigor is highly valued.

Class discussions will consist of a combination of volunteers and students called on by instructors. Students may be called on to start the class or at any time during class. In their participation, students will be expected to assimilate and build on the class contributions of other students. Students who volunteer to contribute by raising their hand should be prepared to do so in a concise and logical manner, marshaling evidence to support their views. The capacity to integrate across facts, issues, and cases is valued. All discussions should be constructive in approach and tone. No outside-of-case data should be used. Students should be prepared for follow-up questions from the instructor and/or other students.

### **Team Project**

Guidelines for the team cluster competitiveness project are described in a separate memo.

### **Grading**

Students will be graded on the following basis:

- Class participation in all sessions, including the team presentation sessions. 50%
  - Team Project. All aspects of the project will be evaluated, not just the final report. 50%  
The same grade will be awarded to each member of the team except in unusual circumstances.
- 100%

## Course Outline

Contents may change depending on students' pace and project progress.

Module	Date	Session	Case Study	Readings
<b>Part I: Firms, Industries and Cross- Border Competition</b>	Day 1	Introduction and class rules		<i>On Competition</i> Chapter 2
	Day 2	Competitiveness: Overall Framework	Building a Cluster: Electronics and Information Technology in Costa Rica (9-703-422)	<i>On Competition</i> Chapter 6
<b>Part II: Locations and Clusters</b>	Day 3	Clusters and Cluster Development	The California Wine Cluster (9-799-124)	<i>On Competition</i> Chapter 7
	Day 4	Special Session: U.S. Cluster Mapping	Resources: www.clustermapping.us; www.clusterobservatory.eu; isc.hbs.edu/resources/Pages/ data.aspx (see ICCP data)	Chapter 10 from <i>Competition, Competitive Advantage, and Clusters: The Ideas of Michael Porter</i> (Huggins and Izushi, Editors, 2011)
	Day 5	Cluster Internationalizati on	The Dutch Flower Cluster (9-711-507)	"Clusters, Convergence, and Economic Performance" (Delgado, Porter, and Stern, 2011)
	Day 6	Key Concepts		Chapter 13 from <i>Competition, Competitive Advantage, and</i>

				<i>Clusters: The Ideas of Michael Porter (Huggins and Izushi, Editors, 2011)</i>
	Day 7	Role of Institutions for Collaboration	Asociación Colombiana de Plásticos (Acoplásticos) (9-703-437)  Centre Suisse d'Electronique et de Microtechnique (CSEM) (9-703-438)	Institutions for Collaboration: Overview (9-703-436)
<b>Part III: Strategy for Nations and Regions</b>	Day 8	Economic Strategy: Advanced Economies	Remaking Singapore (9-710-483)	
	Day 9	Economic Strategy: Developing Economies	Vietnam: Sustaining the Growth of an Asian Tiger (9-713-480)	
	Day 10	Economic Strategy: Early Stage Developing Economies	Rwanda: National Economic Transformation (9-706-491)	
	Day 11	Economic Strategy: Cross-National Regions	Central America: Strategy for Economic Integration (9-703-425)	
	Day 12	Economic Strategy: Europe	European Integration: Meeting the Competitiveness Challenge (9-714-405)	
	Day 13	Economic Strategy: Europe	Latvia: Economic Strategy after EU Accession (9-707-515)	
	Day 14	Economic Strategy: States	The Basque Country: Strategy for Economic	“Recent Research on Competitiveness

		and Sub-National Regions	Development (9-713-474)	and Clusters: What are the Implications for Regional Policy?" (Ketels, 2013)
	Day 15	Economic Strategy: Cities	New York City: Bloomberg's Strategy for Economic Development (9-714-404)	
<b>Part IV: The Process of Economic Development</b>	Day 16	Competitiveness Initiatives	The New Carolina Initiative (9-713-462)	
	Day 17	Organizing for Competitiveness	Colombia: Organizing for Competitiveness (9-710-417)	
	Day 18	Special Session: U.S. Competitiveness	Resources: <a href="http://www.hbs.edu/competitiveness/Pages/default.aspx">http://www.hbs.edu/competitiveness/Pages/default.aspx</a>	"An Economy Doing Half Its Job: Findings of Harvard Business School's 2013-14 Survey on U.S. Competitiveness" (Porter and Rivkin, 2014)
	Day 19	Creating Shared Value	Yara International: Africa Strategy (N1-715-402)	Creating Share Value
	Day 20	Cluster Initiatives	Cluster Mobilization in <i>Mitteldeutschland</i>	Executive Summary, "The Cluster Initiative Greenbook" (Sölvell, Lindqvist, and Ketels, 2003)
	Day 21	Policy Lecture		
<b>Part V: Project Presentations</b>	Day 22	Team Project Presentations	Team Project Presentations	
	Day 23	Team Project Presentations	Team Project Presentations	
	Day 24	Wrap-Up/Feedback	Review and revision	
	8/27		Final Due	

	9/5	Paper Submission		
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