

Competition & Competitiveness



This course highlights the main economics basis regarding anti-trust and competition policy. Its aim is to understand the mechanisms of market structure and firms behaviour facing competition constraints. On the other hand, the course focuses on the main drivers of competitiveness and how to strengthen the competitiveness of a company. The iimt courses Competition and Competitiveness provides you with all economic tools of competition policy and microeconomic drivers of competitiveness.

Competition - 7th - 8th November 2017

- Economic tools of competition policy
- Competitive effects of firms' behaviours (cartels, vertical restraints, abuse of dominant position)
- Competitive effects of firms' mergers and acquisitions
- Competitive challenges in network industries
- How to analyse and understand recent and on-going competition cases?

Competitiveness - 14th - 15th November 2017

- Microeconomic drivers of competitiveness
- How to assess the strategy concept of firms like Uber, Airbnb, Starbucks?
- Firms' strategies for creating value and for creating shared value
- How to assess the quality of a business location?
- The role of clusters to enhance firms and location competitiveness
- The new challenges and opportunities of smart cities
- How to identify the main challenges and opportunities of smart cities?
- How to analyse the productive environment of successful locations like Singapore?

Top speakers

- Prof. Dr. Philippe Gugler – University of Fribourg
- Prof. Dr. Michael E. Porter - Harvard Business School and Bishop Lawrence University (via videotape)

What our students said

- Passionate professors with great experience of the field
- Fully interesting and absolute perfect presented with a lot of practice examples

Course location:	iimt - University of Fribourg
Course fee:	CHF 1'400.-- / per module
Course language:	English
Registration:	www.iimt.ch or iimt@unifr.ch