

# Microeconomics of Competitiveness:

## Firms, Clusters and Economic Development

- Instructors: Prof Matthias Kiese & guests
- Room: IA tbd
- Time: Mon 14-17 h, starts April 1<sup>st</sup>, 2019
- Course format: Seminar for **Master and PhD students**, 6 ECTS
- Participant-centered case discussions, based on materials developed by **Prof Michael E. Porter** at **Harvard Business School**
- Registration closing **March 24<sup>th</sup>**, please contact [matthias.kiese@rub.de](mailto:matthias.kiese@rub.de) stating matriculation number, study program and full name. Places will be allocated on a first come, first serve basis.

### Learning Outcomes

- State-of-the-art concepts of how to improve the competitiveness of companies, industry clusters and regions.
- The driving forces for prosperity at the firm and region level: innovation and productivity.
- How to foster the orientation of companies and regions on successful development from a resource- or investment-driven to a knowledge-driven economy.



MOC 2016 World Champions: RUB team receives student project award from Prof Michael E. Porter (right) at Harvard Business School