

ECON5026: STRATEGIC BUSINESS RELATIONSHIPS, SEMESTER 2 2019

School	School of Economics
Department/Program	Economics
Unit of Study	ECON5026 Strategic Business Relationships
Session	Semester 2 2019

UNIT OF STUDY OUTLINE

Unit Coordinators

Unit coordinators are listed on undergraduate and postgraduate coursework semester timetables, and can be consulted for help with any difficulties you may have.

Unit coordinators (as well as the Faculty) should also be informed of any illness or other misadventure that leads students to miss classes and tutorials or be late with assignments.

Unit Coordinator	Dr Nicolas John de Roos
Location	Faculty of Arts and Social Sciences Social Sciences Building A02 The University of Sydney NSW 2006 Australia
Email Address	nicolas.deroos@sydney.edu.au
Phone	+61 2 9351 7079
Consultation Hours	Please email me for an appointment

ECON5026 STRATEGIC BUSINESS RELATIONSHIPS

Unit Description

A firm's success depends on both its internal and external strategic relationships. This unit of study analyses how a firm can manage these relationships. We examine agency problems within the firm, outlining ways that firms try to mitigate these issues. Strategic relationships with input suppliers examined. We discuss how firms can establish a strong bargaining position in these relationships. The optimal boundaries of the firm are also analysed. We also study how a firm's product-market strategy affects its relationship with its rivals in the output market.

Learning Structure

1x3hr seminar/week

* Students should commit to spend approximately three hours' preparation time (reading, studying, homework, essays, etc.) for every hour of scheduled instruction.

Class Times and Locations

Lecture

Wednesday 6PM - 9PM , ABS Collaborative Learning Studio 2100 H70

Learning Outcomes

Description	Graduate Qualities					
	A	B	C	D	E	F
1 Demonstrate an ability to identify a range of strategic relationships within a firm, and, between a firm and external agents	✓					
2 Describe the mechanisms and approaches that have been developed and are used to meet the challenges associated with complex strategic relationships in the real world		✓				
3 Analyse problems using information and communicate the solutions to problems faced by organisations such as firms in dealing with economic agents within and outside the organisation		✓			✓	
4 Work independently to solve problems and communicate in an effective manner how to solve such problems		✓				

Details of the Graduate Qualities can be found in the Appendix

Unit Schedule

Semester 2 2019

ECON5026: Strategic Business Relationships

Week	Week Beginning	Lecture
1	5 August	The Economic Approach
2	12 August	Understanding Market Structure
3	19 August	Game Theory: Understanding Strategy
4	26 August	Pricing Strategies
5	2 September	Product Differentiation
6	9 September	What is a Firm?
7	16 September	Organisational Structure
8	23 September	Midterm
	30 September	Session Break
9	7 October	Incentivising Employees
10	14 October	Hiring the Right Employees
11	21 October	Evaluating Performance - Individual and Group
12	28 October	Make or Buy? Vertical Integration in the Firm
13	4 November	Revision and completion of topics
	11 November	Stuvac
	18 November	Exam Period
	25 November	Exam Period

Attendance

According to Faculty Board Resolutions, students in the Faculty of Arts and Social Sciences are expected to attend 90% of their classes. If you attend less than 50% of classes, regardless of the reasons, you may be referred to the Examiner's Board. The Examiner's Board will decide whether you should pass or fail the unit of study if your attendance falls below this threshold.

If a unit of study has a participation mark, your attendance may influence this mark.

For more information on attendance, see <http://sydney.edu.au/policies/showdoc.aspx?recnum=PDOC2014/345&RendNum=0>.

Reading Requirements

There is no required textbook for this unit and the readings for this unit will be drawn from a number of sources including:

Besanko et al. (2010), Economics of Strategy, John Wiley and Sons, New Jersey. [various editions]

Brickley, J.A., C.W. Smith and J.L. Zimmerman (2016), Managerial Economics & Organizational Architecture, McGraw Hill, New York. [ISBN 978-0-07-352314-9].

Lazear, E.P. and M. Gibbs (2009), Personnel Economics in Practice, John Wiley and Sons, New Jersey.

Thomas, C.R. and S.C. Maurice (2005), Managerial Economics, McGraw-Hill, New York.

McAfee, P. (2002), Competitive Solution - The Strategist' Toolkit, Princeton University Press, New Jersey.

Online lecture notes:

Robert Gibbons, Lecture Notes 1 to 4: <http://web.mit.edu/rgibbons/www/>

Online Components

This unit requires regular use of the University's Learning Management Systems (LMS), also known as **Canvas**. You will need reliable access to a computer and the internet to use the LMS. The University uses learning analytics to understand student participation on the LMSes and improve the student learning experience.

The easiest way to access the LMS is through MyUni (click on the 'MyUni' link on the university home page, <http://sydney.edu.au> or link directly to the service at <https://myuni.sydney.edu.au/>). There are icons for Canvas in the top row of the QuickLaunch window, on the left hand side of the screen.

If you have any difficulties logging in or using the system, visit the Online Learning area of the Current Students site (<https://sydney.edu.au/students/browse.html?category=student-it-and-online-learning&topic=online-learning>).

The University's Privacy Management Plan governs how the University will deal with personal information related to the content and use of its web sites. See <http://sydney.edu.au/privacy.shtml> for further details.

Lecture Recording

Most lectures (in recording-equipped venues) will be recorded and may be made available to students on the LMS. However, you should not rely on lecture recording to substitute your classroom learning experience.

Assessment Tasks and Due Dates

Assessment Name	Individual / Group	Assessment Type	Learning Outcome Assessed	Length	Weight	Due Time	Due Date
Mid-semester test	Individual	Short Answer Set Formal Exam	1, 2, 3, 4	1.5 hours	40%	In class	25 September
Problem sets	Individual	Short Answer	1, 2, 3, 4		0%	Various	
Final exam	Individual	Short Answer Set Formal Exam	1, 2, 3, 4	2 hours	60%	Exam period	

Assessment Criteria

This unit uses standards-based assessment for award of assessment marks. Your assessments will be evaluated solely on the basis of your individual performance

General advice on grade descriptors are available on the University of Sydney Current Students website:

<https://sydney.edu.au/students/guide-to-grades.html>

Submission of Assessments

ECON5026: Strategic Business Relationships

Anonymous Marking

From March 2018, the Faculty of Arts and Social Sciences will require students to identify themselves on their written assessments tasks by SID (student identification number) only, as per the [Assessment Procedures 2011](#). This includes cover sheets and document headers.

Compliance Statements

All students are required to submit an authorised statement of compliance with all work submitted to the University for assessment, presentation or publication. A statement of compliance certifies that no part of the work constitutes a breach of the [Academic Honesty in Coursework Policy 2016](#).

The format of the compliance statement will be in the form of:

- a. a University assignment cover sheet; or
- b. a University electronic form.

Assessment Submission

Work not submitted on or before the due date is subject to a penalty of **5% per calendar day** late. If work is submitted more than 10 days after the due date, or is submitted after the return date, the mark will be 0.

Details of the Faculty Resolutions and Provisions regarding late work:

Undergraduate:

http://sydney.edu.au/handbooks/arts/rules/faculty_resolutions_arts.shtml

Postgraduate Coursework:

http://sydney.edu.au/handbooks/arts_PG/rules/faculty_resolutions_arts.shtml

Academic Dishonesty and Plagiarism

Academic honesty is a core value of the University, so all students are required to act honestly, ethically and with integrity. This means that the University is opposed to and will not tolerate academic dishonesty or plagiarism, and will treat all allegations of academic dishonesty and plagiarism seriously. The consequences of engaging in plagiarism and academic dishonesty, along with the process by which they are determined and applied, are set out in the Academic Honesty in Coursework Policy 2015. You can find these documents University Policy Register at <http://sydney.edu.au/policies> (enter "Academic Honesty" in the search field).

Definitions

According to the Policy, **plagiarism** means representing another person's work (i.e., ideas, findings or words) as one's own work by presenting, copying or reproducing it without appropriate acknowledgement of the source. **Academic dishonesty** means seeking to obtain or obtaining academic advantage for oneself or others (including in the assessment or publication of work) by dishonest or unfair means. Academic dishonesty includes, but is not limited to:

- Resubmission (or recycling) of work that is the same, or substantially the same as work previously submitted for assessment in the same or in a different unit of study. Every unit of study expects each student to produce new material based upon research conducted in that unit;
- Dishonest plagiarism;
- Engaging another person to complete or contribute to an assessment in your place; and
- Various forms of misconduct in examinations (including copying from another student and taking prohibited materials into an examination venue).

Academic Honesty Education Module (AHM)

As set out in the [Academic Honesty in Coursework Policy 2015](#), all students commencing their study at the University of Sydney are required to complete the Academic Honesty Education Module (AHM).

From February 2018, AHM will be located in the open section of Canvas. It should take less than one hour to finish. You need not do the module all at once, however, it must be completed by 31 March for Semester 1 and 31 August for Semester 2. Students who do not complete the entire module by the end of that session will be required to start over.

For further information on academic integrity, check the [Academic dishonesty and plagiarism](#) webpage.

Use of Similarity Detection Software

Students should be aware that Assignments submitted in this unit of study may be submitted to similarity detection software. This software searches for matches between text in your written assessment task and text sourced from the Internet, published works, and assignments that have previously been submitted for analysis.

There will always be some degree of text-matching when using this software. Text-matching may occur in use of direct quotations, technical terms and phrases, or the listing of bibliographic material. This does not mean you will automatically be accused of academic dishonesty or plagiarism, although this software reports may be used as evidence in academic dishonesty and plagiarism decision-making processes. Further information about this software is available at <http://sydney.edu.au/students/academic-dishonesty-and-plagiarism/detecting-and-reporting-academic-dishonesty.html>.

Special Consideration

Students can apply for Special Consideration for serious illness or misadventure. An application for special consideration does not guarantee the application will be granted.

Further information on applying for special consideration is available at <https://sydney.edu.au/students/special-consideration.html>.

Other Policies and Procedures Relevant to this Unit of Study

The Faculty's Student Administration Manual is available for reference here <http://sydney.edu.au/arts/students/>. Most day-to-day issues you encounter in the course of completing this Unit of Study can be addressed with the information provided in the Manual. It contains detailed instructions on processes, links to forms and guidance on where to get further assistance.

Your Feedback is Important

The Unit of Study Survey

The University conducts an online survey for units of study every semester. You will be notified by email when the survey opens. You are encouraged to complete the survey to provide important feedback on the unit just before the end of semester. You can complete the survey at <http://www.itl.usyd.edu.au/surveys/complete>

How Student Feedback has been used to develop this Unit of Study

N/A

Staying on Top of Your Study

The Learning Centre offers workshops in Academic Reading and Writing, Oral communications Skills, Postgraduate Research Skills, Honours, masters Coursework Program, Studying at University, and Workshops for English Language and Learning. Further information about The Learning Centre can be found at http://sydney.edu.au/stuserv/learning_centre/.

The Write Site provides online support to help you develop your academic and professional writing skills. All University of Sydney staff and students who have a UniKey can access the WriteSite at <http://writesite.elearn.usyd.edu.au/>.

The FASS Writing Support for Coursework has a wide range of programs at both Undergraduate and Postgraduate levels that focus on writing across the curriculum. The Writing Hub offers drop-in sessions to assist students with their writing in a one-to-one setting. These sessions are an opportunity for you to receive individualised feedback on your essay drafts, outlines, arguments and ideas. No appointment is necessary, or students can book an appointment online. This service is free of charge to all FASS students and/or all students enrolled in WRIT units.

Drop-in hours: Weeks 4-13 each semester, excluding non-instruction weeks, Monday/Tuesday/Wednesday and Thursdays from 10am-5pm

Location: The Writing Hub (329) Old Teachers College (A22):

[Make an online booking here](#)

Pastoral and academic support for Aboriginal and Torres Strait Islander students is provided by the STAR Team in Student Support services, a dedicated team of professional Aboriginal people able to respond to the needs of students across disciplines. The STAR team can assist with tutorial support, mentoring support, cultural and pastoral care along with a range of other services. More information about support for Aboriginal and Torres Strait Islander students can be found at http://sydney.edu.au/current_students/student_services/indigenous_support.shtml.

Free online Library tutorials are available at <http://sydney.edu.au/library/skills>, with one designed especially for students studying in the Humanities and Social Sciences at <http://libguides.library.usyd.edu.au/>.

Other Support Services

Disability Services is located on Level 5, Jane Foss Russell Building G02; contact [8627 8422](tel:86278422) or email disability.services@sydney.edu.au. For further information, visit their website at <http://sydney.edu.au/stuserv/disability/>.

Counselling and Psychological Services (CAPS) are located on Level 5, Jane Foss Russell Building G02; contact [8627 8433](tel:86278433) or email caps.admin@sydney.edu.au. For further information, visit their website at http://sydney.edu.au/current_students/counselling/.

International Student Services are located on Level 3 of the Jane Foss Russell Building G02. You can call the office on 1800 SYD UNI (1800 793 864) or +61 2 8627 1444. For Further information, visit <http://sydney.edu.au/study/academic-support/support-for-international-students.html>.

Student Representative Council (SRC) are located on Level 1, Wentworth Building G01; contact them on [9660 5222](tel:96605222) or email help@src.usyd.edu.au. For further information, visit their website at <http://srcusyd.net.au/>.

Sydney University Postgraduate Representative Association (SUPRA) are located on Level 2, Holme Building A09; [9351 3715](tel:93513715) or toll free within Australia on [1800 249 950](tel:1800249950) or email admin@supra.usyd.edu.au. For further information, visit their website at <http://www.supra.net.au>.

Bullying, harassment, discrimination or sexual assault

If you have experienced bullying, harassment, discrimination or sexual assault, you can make a formal complaint through the Student Affairs Unit here: http://sydney.edu.au/student_affairs/complaints/index.shtml, or by calling [1800SYDHLP](tel:1800SYDHLP). Sexual assault is a crime, and you have the right to report it to police: call 000 or visit your nearest police station to make a formal complaint. You can also make an anonymous crime report online here: <https://www1.police.nsw.gov.au/mobile/cs.aspx>. If you have experienced sexual harassment or assault and require advice, or you know someone who has, you can call NSW Rape Crisis Centre ([1800 424 017](tel:1800424017)) 24 hours a day. The NSW Rape Crisis Centre also provides counselling online at <http://www.nswrapecrisis.com.au/>. There is a Sexual Assault Clinic at RPA Hospital, which provides medical care and counselling. Call [9515 9040](tel:95159040) for more info.

APPENDICES

Graduate Qualities

Graduate Qualities	Purpose
A Depth of disciplinary expertise	To excel at applying and continuing to develop expertise in the graduate's chosen discipline or disciplines.
B Broader skills <ul style="list-style-type: none">critical thinking and problem solvingcommunication (oral and written)information/digital literacyinventiveness	To increase the impact of expertise, and to learn and respond effectively and creatively to novel problems and opportunities.
C Cultural Competence	To work productively, collaboratively and openly in diverse groups and across cultural boundaries.
D Interdisciplinary effectiveness	To work effectively in interdisciplinary (including inter-professional) settings and to build broader perspective, innovative vision, and more contextualised and systemic forms of understanding.
E An integrated professional, ethical and personal identity	To build integrity, confidence and personal resilience, and the capacities to manage challenge and uncertainty.
F Influence	To be effective in exercising professional and social responsibility and making a positive contribution to society.