Econ 466 Bulletin Board

Posted March 24, 2009

FDIC In Class Assignment and Analysis for March 26, 2009 can be found here. Bob Jolly will be walking you through the website and getting you started. The assignment is to be done in groups and is due at the beginning of class on March 31, 2009.

Please bring laptops to class on Thursday March 26th!! One per group of 5-6 students should be sufficient.

Posted March 19, 2009

I hope you all are enjoying your Spring Break!

Please find your self-evaluation for your group project here. Turn in by April 1st!

Please check the revised course outline for guest speakers and schedule changes.

Posted February 5, 2009

Five Force’s Analysis: You guys did great, the median grade was 85% and the average was 86%. Overall you demonstrated a good grasp of the framework and its applicability.

Eden Farms Case Study: In terms of applicability to the Competitive Advantage and Strategy Lectures, this case study was laden with references. Some of you did a great job touching on multiple strategies and issues while some of you got bogged down in the niche market aspect. The median here was 80% and the average 62% but keep in mind not everyone turned this in which pulled those figures down slightly. Here are the basic concepts in the case study that correlated with our lectures and will be visited on the exam.

1. Product differentiation
2. Market Focus (niche)
3. Vertical Integration
4. Price Elasticity and relative prices
5. Product Attributes (soft)
6. Product Attributes (hard: quality)
7. Experience Curve
8. Intangible Tacit knowledge
9. Me-Too Markets/1st to Market Advantages
10. Input/Supplier Power
11. Customer relationships and basic service (Understanding your market in SWOT terms)
12. Capacity expansion
13. Life Cycle of Business

Midterm Prep: Stay tuned to the website, I will post some study hints and guidelines closer to the exam. Don’t forget it is scheduled for Tuesday February 24th.