

Game Theory in Practice:

How to Compete and Cooperate More Effectively?

Date / Language / Venue: June 13th-15th, 2014 / Chinese / Shanghai

Fee: RMB 31,800

Programme Fee includes tuition, case licensing fees, lunches, stationery, other course materials, and interpretation and translation fees if required. The full fee must be paid no later than 30 days before the start of the programme. Applications made within 30 days of the start of a programme require immediate payment.

For more information, please visit <http://exed.ceibs.edu>

Business is like war without the bullets. Is inter-company competition just a win-lose game? Does a company have to base its success on its competitor's failure? No! Both competition and cooperation are the inseparable part of business operation. Companies need to develop their strategies based on how to compete and cooperate at the same time. Any strategy that aims to achieve benefit at the expense of others will trigger strong countermeasures, which often make your original efforts end in vain. The final net result will be nobody gains nothing (or the Prisoners' Dilemma). The co-opetition strategy, derived from the game theory, is a revolutionary strategic thinking about how to create and capture value. In a changing economic world, the adoption of such a strategy will help us change the game of business and secure a favorable position in the game. The joint success that Coca-Cola and Pepsi have achieved is largely the result of their trading off between competition and cooperation. It's hard to believe that the two century-old rivals have had fewer price wars in a mature market than Chinese TV manufacturers have had in the last ten or so years in a fast-growing market.

The next few years will still see a growing Chinese economy, and most of sectors in China will continue to be fast-growing markets. It's of greater significance for companies to cooperate and compete in an effective and sustainable way than it is to just scramble for market share.

Objective

Game theory is one of the best tools to analyze and develop intercompany cooperation and competition strategies. It emerged in the World War II period and has been widely used in business studies in the last decade thanks to its effectiveness. This 3-day programme consisting of eight topics will, with the aid of practical cases about domestic and foreign companies, explore how companies can make use of game theory's theoretical framework to thoroughly analyze the environment of competition and any possible changes. It will provide participants with a new perspective when developing corporate strategies, and will also include time dedicated to the actual strategic issues faced in participants' organisations and the application of course content in the real world.

Who Should Attend

The programme is specially designed for corporate decision-makers and senior executives, including board chairs, CEOs, presidents, general managers, heads of business units, vice presidents of business development, vice presidents of strategy, managing directors, and others in similar leading roles.

Programme Benefits

Participants who successfully complete the programme will:

- Learn how to truly think out of the box, revise their organisations' strategic positions and strategy formulation
- Gain valuable lessons and experiences from domestic and foreign companies pertaining to game theory application
- Be able to apply the five factors of the game to opportunity identification, competition- or cooperation-strategy formulation, and market expansion
- Understand how to use the nine principles for small companies in gaming against big ones
- Acquire new strategic insights into overseas market expansion
- Learn how companies can cooperate with the outside world and participate in rule making so as to propel industry development in the right direction and achieve a favorable position in gaming

Programme Coverage

- Introduction to gaming theoretical models
- Gaming and corporate strategy
- Dynamics of market competition
- Five key factors of gaming
- How to create high profit margins
- Lock-on effect and switching cost
- Complementary goods strategy
- Gaming: Retailers and manufacturers
- Game rules
- Gaming strategy: The principle of "using leverage to maximise returns" and overseas marketing strategy of Chinese enterprises
- Conclusion: Gaming scope and gaming theory in business practice

Programme Schedule

Day 1	
Morning	<ul style="list-style-type: none"> • Introduction to the model of game theory • Importance of information – how to transfer information effectively • "Survival of the fittest" vs. "bad money drives out good" • Game theory and corporate strategy – strategic marketing for the Olympics • Dynamics of market competition • Pursuing benefit and avoiding risk
Afternoon	<ul style="list-style-type: none"> • Blind game – can you move someone else's cheese? • How to play the game: Five factors of the game • How to create high profits – implications of Nintendo's success • Competition is marketable • The lock-in effect and switching cost • How should e-business set the switching cost?
Day 2	
Morning	<ul style="list-style-type: none"> • Who are the players? How can they be changed? • What is a complementor? • Strategy of complements • The game between dealers and the game between factories
Afternoon	<ul style="list-style-type: none"> • Learning from neighbors • Rules of the game

	<ul style="list-style-type: none"> • Laws and contract terms • Case analysis
Day 3	
Morning	<ul style="list-style-type: none"> • Game tactics • The nine principles for small companies in gaming against big ones • Case analysis • What are the advantages of Chinese companies in overseas marketing? Just low cost? • How should Tsingtao Beer expand into the US market?
Afternoon	<ul style="list-style-type: none"> • Game category • One of the key leadership competencies – big-picture thinking • Case analysis • Wrap-up of game theory in business practice

Faculty



Professor ZHOU Dongsheng, Programme Director

- Professor of Marketing, CEIBS

Admissions Procedures

Applicants can apply for the programme in either of the following two ways:

- Online application: Please visit the CEIBS Executive Education website at <http://exed.ceibs.edu>, then select the programme you want to take and click “**Apply Now**” to apply for the programme; or
- Please call the CEIBS Customer Service Team for a printed Application Form, then fill in the form and send it to the CEIBS Customer Service Team by fax, email or mail.

Applications are requested at least 30 days before the programme start date. Applications are reviewed as they arrive and admissions are subject to the final confirmation of CEIBS. Any applications received after that date will be considered on the basis of space availability. For more information, please contact our Customer Service Team in Shanghai, Beijing or Shenzhen.

Cancellations

Any cancellation made 30 days or more prior to the programme start date is eligible for a full refund of programme fees paid. However, any expenses arising therefrom shall be the responsibility of the applicant or his/her employer. Any cancellation made fewer than 30 days prior to the programme start date shall be subject to a fee of 20 percent of total programme fees. After the programme begins, no fees shall be refunded for participants who withdraw from the programme for any reason.

Contact Information

Customer Service Team	Customer Service Team	Customer Service Team
Executive Education Department	CEIBS Beijing Campus	CEIBS Shenzhen Representative
China Europe International Business School	No.20, Zhongguancun Software Park,	Office
699 Hongfeng Road, Pudong	8 Dongbeiwang West Road, Haidian	8F, RongChao Business Centre Block
Shanghai, 201206, P.R.C.	District, Beijing, 100193, P.R.C.	A, 6003 Yitian Road, Futian District,
	Tel: (86 10) 8296 6688	Shenzhen, 518026, P.R.C.

Tel: (86 21) 2890 5187

E-mail: exed@ceibs.edu

Tel: (86 755) 3337 8136

E-mail: exed@ceibs.edu

E-mail: exed@ceibs.edu

Website: <http://exed.ceibs.edu>