

## Content

| Course Code | Course Name                    | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|--------------------------------|----------|--------|----------|-----|--------|------|
| ECON302     | Strategy, business and markets | 6        | 3      | 0        | 0   | 3      | 6    |

|                        |  |
|------------------------|--|
| Prerequisites          |  |
| Admission Requirements |  |

|                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|-------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Language of Instruction | French                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Course Type             | Compulsory                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Course Level            | Bachelor Degree                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Objective               | This course aims to analyze market structures and industrial performance with the help of microeconomics and game theory.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Content                 | This course deepens the knowledge in theories of the firm, in industrial economics and in theory of imperfect competition. The course begins with the study of innovation, research and development and the effect of the patent system and continues with the role of information and analysis of marketing techniques, pricing policies.                                                                                                                                                                                                                                                                                                       |
| References              | Shy, Oz. Industrial Organization: Theory and Applications, The MIT Press, 1996<br>Greer, D. Industrial Organization and Public Policy, 3rd ed. MacMillan, 1992.<br>Lipczynski J., Wilson J., Goddard J., Industrial organization: competition, strategy, policy, Prentice Hall/Financial Times, 2005.<br>Motta, M. Competition Policy. Cambridge University Press, 2004. Pepall, L., Richards, D., and Norman, G. Industrial Organization.<br>Thomson South-Western, 1999.<br>Tirole, J. The Theory of Industrial Organization. MIT Press, 1988.<br>Waldman, D. & E. Jensen. Industrial Organization, 3rd edition. Pearson- Prentice Hall, 2007. |

## Theory Topics

| Week | Weekly Contents                                                  |
|------|------------------------------------------------------------------|
| 1    | Introduction: The role of information                            |
| 2    | Price dispersion                                                 |
| 3    | Search theory                                                    |
| 4    | Presentation: Research and development                           |
| 5    | Presentation: Patents and licenses                               |
| 6    | Presentation: Compatibility et standards                         |
| 7    | Presentation: Types of publicity and their impacts on the market |
| 8    | Presentation: Quality and durability                             |
| 9    | Presentation: Horizontal and vertical differentiation            |
| 10   | Presentation: Pricing tactics                                    |
| 11   | Presentation: Bundling and tying                                 |
| 12   | Presentation: Dealership                                         |
| 13   | Presentation: Divers industries I                                |
| 14   | Presentation: Divers industries II                               |