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 Greer, D. Industrial Organization and Public Policy, 3rd ed. MacMillan, 1992. Lipczynski J., Wilson J., Goddard J., Industrial organization: competition, strategy, policy, Prentice Hall/Financial Times, 2005. Motta, M. Competition Policy. Cambridge University Press, 2004. Pepall, L., Richards, D., and Norman, G. Industrial Organization. Thomson South-Western, 1999. Tirole, J. The Theory of Industrial Organization. MIT Press, 1988. 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