

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
ECON454	Strategy, Firms and Markets	8	3	0	0	3	4

Prerequisites	
Admission Requirements	

Language of Instruction	French
Course Type	Elective
Course Level	Bachelor Degree
Objective	The course offers micro-economic and game-theoretic analyses of market structure and performance of industries.
Content	This course addresses technology issues, such as innovation, research and development, and the effect of the patent system. The last part is devoted to the role of information and marketing and pricing techniques, such as advertising, durability, warranties, two-part tariffs, nonuniform pricing, bundling and tying, and dealerships.
References	Shy, Oz. Industrial Organization: Theory and Applications, The MIT Press, 1996 Lipczynski J., Wilson J., Goddard J., Industrial organization: competition, strategy, policy, Prentice Hall/Financial Times, 2005.

Theory Topics

Week	Weekly Contents
1	Week 1. Research and developpement: innovation classifications and innovation and patent races
2	Week 2. Research and developpement: cooperation in R&D, patents and Licensing
3	Week 3. Patent law, technical standards and compatibility
4	Week 4. R&D subsidies and international competition
5	Week 5. Role of information: principal-agent model
6	Week 6. Role of information: determination of salary, employment contract
7	Week 7. Role of information: promotion, managerial incentives and taxation
8	Week 8. Search theory
9	Week 9. Pricing techniques
10	Week 10. Durability
11	Week 11. Presentation on pricing
12	Week 12. Presentation on asymeric information
13	Week 13. Presentation on quality and durability
14	Week 14. Presentation on techniques of marketing