

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	Role of information-principal-agent model: determination of salary, employment contract
2	Role of information: promotion, managerial incentives and taxation
3	Price dispersion and search theory
4	Presentation on pricing techniques (two part tariff, non-linear pricing and peak load pricing)
5	Presentation on techniques of marketing
6	Presentation on durability
7	Presentation on asymmetric information
8	Presentation on quality and durability
9	Presentation on research and development: innovation classifications and innovation and patent races
10	Presentation on research and development: cooperation in R&D, patents and licensing, R&D subsidies and international competition
11	Presentation on standards and compatibility
12	Presentation on dealership
13	Divers industries
14	Divers industries