

## Content

| Course Code | Course Name                 | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|-----------------------------|----------|--------|----------|-----|--------|------|
| ECON454     | Strategy, Firms and Markets | 8        | 3      | 3        | 3   | 3      | 5    |

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

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|-------------------------|---|
| 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<br>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  |