

<b>General Information</b>	
Academic subject	Industrial Economics
Degree course	Business Economics and Administration
Curriculum	
ECTS credits	8
Compulsory attendance	No
Language	Italiano

<b>Subject teacher</b>	Name Surname	Mail address	SSD
	Claudia Capozza	claudia.capozza@uniba.it	SECS-P/06

<b>ECTS credits details</b>	Area	SSD	CFU/ETCS
Basic teaching activities	Economics	SECS-P/06	8

<b>Class schedule</b>	
Period	Second term
Year	Second year
Type of class	Lectures

<b>Time management</b>	
Hours	200
In-class study hours	64
Out-of-class study hours	136

<b>Academic calendar</b>	
Class begins	February 21, 2022
Class ends	June 3, 2022

<b>Syllabus</b>	
Prerequisites/requirements	The course requires basic knowledge of microeconomics and general mathematics. Prerequisites: Principles of Economics (Istituzioni di Economia Politica)
Expected learning outcomes	<ul style="list-style-type: none"> <li>• <i>Knowledge and understanding</i> The course of Industrial Economics aims to provide students with analytical knowledge and tools for understanding and analyzing the functioning of markets, industrial systems, strategic interactions between firms and the main problems of industrial policy.</li> <li>• <i>Applying knowledge and understanding</i> The student will be able to apply the main theories of industrial organization to analyse the behaviour and performance of firms in different market conditions and structures, and to identify the anti-competitive behaviour of firms operating in a specific sector.</li> <li>• <i>Making informed judgements and choices</i> The knowledge gained by students will allow them to independently assess the competitive dynamics of a market and the strategic behaviour of firms, to identify any critical issues, and to suggest possible policy solutions.</li> </ul>

	<ul style="list-style-type: none"> <li>• <i>Communicating knowledge and understanding</i> At the end of the course, the student will have mastered the technical language and will be able to appropriately discuss the themes of the Industrial Economics. Furthermore, he/she will have acquired the ability to use graphical analysis to illustrate economic phenomena.</li> <li>• <i>Capacities to continue learning</i> At the end of the course, the student will be able to describe and recognize the main forms of the market, the modalities of strategic interaction among the companies, and will be able to evaluate their implications in terms of welfare.</li> </ul>
Contents	<p>The course aims to provide the analytical bases for understanding firms' strategies. Firms' strategies will be analyzed in the light of the results of the modern theory of industrial organization in the belief that this provides the schemes, concepts and tools useful for framing decision-making problems and for developing a rigorous capacity for strategic thinking.</p> <ul style="list-style-type: none"> <li>• Introduction to the Industrial Organization: what, how and why.</li> <li>• Fundamentals of microeconomics.</li> <li>• Market structure and market power.</li> <li>• Technology and production costs.</li> <li>• Monopoly power: price discrimination (linear and non-linear pricing); variety and quality of the product.</li> <li>• Natural monopoly and regulation.</li> <li>• Oligopoly models and strategic interaction: models of Cournot, Bertrand and Stackelberg.</li> </ul> <p>Anti-competitive strategies: entry deterrence and collusion.</p>
Course program	
Bibliography	Pepall, Richards, Norman. <i>Industrial Organization: Contemporary Theory and Empirical Applications</i> , Last Edition, Wiley.
Notes	
Teaching methods	Lectures with active participation of students.
Assessment methods	Written test
Evaluation criteria	<ul style="list-style-type: none"> <li>• <i>Knowledge and understanding</i> The student's ability to illustrate the functioning of markets and business strategies with methodological rigor will be assessed.</li> <li>• <i>Applying knowledge and understanding</i> The student's ability to apply the main theories of industrial organization to the analysis of industrial sectors and strategic interaction between firms will be assessed.</li> <li>• <i>Autonomy of judgment</i> The student's ability to analyze, with independent judgment, the main issues of Industrial Economics by identifying the critical issues and by suggesting solutions, will be assessed.</li> </ul>

	<ul style="list-style-type: none"> <li>• <i>Communicating knowledge and understanding</i> The student's ability to discuss the main issues of Industrial Economics with mastery of technical language will be assessed.</li> <li>• <i>Capacities to continue learning</i> The student's ability to analytically and graphically solve the main problems of the Industrial Economics (concentration, optimal production scale, optimal price-quantity and social well-being under different market forms) will be assessed.</li> </ul>
Further information	