

General information	
Academic subject	Industrial economics
Degree course	<i>Business economics and administration</i>
Academic Year	<i>second</i>
European Credit Transfer and Accumulation System (ECTS)	8
Language	<i>Italian</i>
Academic calendar (starting and ending date)	<i>Second term (February, 20 to 01 June, 1 2023)</i>
Attendance	<i>Highly recommended</i>

Professor/ Lecturer	
Name and Surname	Claudia Capozza
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Telephone	
Department and address	<i>Ionian Department – Economics venue "Luigi Notarnicola"</i>
Virtual headquarters	
Tutoring (time and day)	During the class period, Monday from 10:30-11:30 (subject to communication via email). During the period of suspension of lessons, the tutoring will be by appointment. Students are kindly invited to contact the professor by email.

Syllabus	
Learning Objectives	<i>The course aims to provide the analytical bases for understanding firms' strategies. Firms' strategies will be analysed 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.</i>
Course prerequisites	<i>Principles of Economics (Istituzioni di Economia Politica)</i>
Contents	<i>Introduction to the Industrial economics Fundamentals of microeconomics: competition and monopoly. Market structure and performance. Technology and production costs. Price discrimination. Product differentiation. Oligopoly models. Limit pricing and entry deterrence. Collusion. Research and development, innovation and technological progress. Natural monopoly and regulation.</i>
Books and bibliography	<i>Pepall, Richards, Norman. Industrial Organization: Contemporary Theory and Empirical Applications, Last Edition, Wiley. Lotti, Meliciani (2021). Dinamiche industriali. Il Mulino Further reading will be indicated during the course.</i>
Additional materials	

Work schedule			
Hours			
Total	Lectures	Hands on (Laboratory, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
200	64		136

ECTS	
8	8
Teaching strategy	Lectures with active participation of students.
Expected learning outcomes	
Knowledge and understanding on:	<ul style="list-style-type: none"> ○ The course of Industrial Economics aims to provide students with analytical knowledge and tools for understanding and analysing the functioning of markets, industrial systems, strategic interactions between firms and the main problems of industrial policy.
Applying knowledge and understanding on:	<ul style="list-style-type: none"> ○ 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.
Soft skills	<ul style="list-style-type: none"> • <i>Making informed judgments and choices</i> <ul style="list-style-type: none"> ○ 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. • <i>Communicating knowledge and understanding</i> <ul style="list-style-type: none"> ○ 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. • <i>Capacities to continue learning</i> <ul style="list-style-type: none"> ○ 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.

Assessment and feedback	
Methods of assessment	<i>Written test</i>
Evaluation criteria	<ul style="list-style-type: none"> • <i>Knowledge and understanding</i> <ul style="list-style-type: none"> ○ Student's ability to illustrate the functioning of markets and business strategies with methodological rigor will be assessed. • <i>Applying knowledge and understanding</i> <ul style="list-style-type: none"> ○ 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. • <i>Autonomy of judgment</i> <ul style="list-style-type: none"> ○ Student's ability to analyse, with independent judgment, the main issues of Industrial Economics by identifying the critical issues and by suggesting solutions, will be assessed. • <i>Communicating knowledge and understanding</i> <ul style="list-style-type: none"> ○ Student's ability to discuss the main issues of Industrial Economics with mastery of technical language will be assessed. • <i>Communication skills</i> <ul style="list-style-type: none"> ○ Students's ability to communicate clearly and effectively the main issues of Industrial Economics with will be assessed. • <i>Capacities to continue learning</i> <ul style="list-style-type: none"> ○ 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.
Criteria for assessment and attribution of the final mark	The exam consists, for a total of 30 points, of: - two exercise (15 points) - an open-ended question (15 points).
Additional information	