

## COURSE OF STUDY Strategic Management and digital marketing

ACADEMIC YEAR 23-34

### ACADEMIC SUBJECT Strategic Competition

General information	
Year of the course	2023
Academic calendar (starting and ending date)	I semester sept-dec.
Credits (CFU/ETCS):	6
SSD	Secs-P01
Language	Italian
Mode of attendance	Not compulsory

Professor/ Lecturer	
Name and Surname	Giuseppe Coco
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Telephone	
Department and address	DiEF, Largo Abbazia santa Scolastica
Virtual room	
Office Hours (and modalities: e.g., by appointment, on line, etc.)	By appointments mon. 14-16 Available other times on mail appointment for online Off hours

Work schedule			
Hours			
Total	Lectures	Hands-on (laboratory, workshops, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
150	42		108
CFU/ETCS			
6			

<b>Learning Objectives</b>	The aim of the course is to enable students to understand the main levers of strategic competition, the sources of market power and surplus.
<b>Course prerequisites</b>	Prerequisites for this course are Advanced Microeconomics and fundamentals of Game Theory and Basic Mathematics for economics.

<b>Teaching strategie</b>	Lectures and for attending students on a voluntary basis thesis on special topic with presentation
<b>Expected learning outcomes in terms of</b>	
<b>Knowledge and understanding on:</b>	Main theorems and theories on competitive advantage. Market structure, cost advantage, diversification and differentiation, R&d and advertising
<b>Applying knowledge and understanding on:</b>	Analysis of market structure and factors of advantage in strategic competition
<b>Soft skills</b>	Ability to tailor best financial arrangements and (for attending) present further studies in a systematic way both written and oral.
<b>Syllabus</b>	
<b>Content knowledge</b>	

	<ul style="list-style-type: none"> <li>a) Technology and Costs;</li> <li>b) Market Power</li> <li>c) Market structure</li> <li>d) Price discrimination</li> <li>e) Quality and differentiation</li> <li>f) Oligopoly</li> <li>g) Sequential choices</li> <li>h) Deterrence</li> <li>i) Predatory pricing</li> <li>j) Collusion</li> <li>k) Advert.</li> <li>l) R&amp;D</li> <li>m) Networks and market power</li> </ul>
<b>Texts and readings</b>	<u>Pepall, Richards, Normal Calzolari 'Organizzazione Industriale' Mc Graw-Hill</u>
<b>Notes, additional materials</b>	Attending students can deepen a topic in an essay (with presentation of the essay) accounting for 1/2 of the final mark. One possible source is Porter, 'Il vantaggio competitivo' Edizioni di Comunità
<b>Repository</b>	
<b>Assessment</b>	
Assessment methods	<i>Final written examination and (for attending) group essay and presentation</i>
Assessment criteria	
Final exam and grading criteria	<i>Standard</i>
<b>Further information</b>	
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