

General information	
Academic subject	Industrial Economics
Degree course	Marketing e Comunicazione d'Azienda (MCA)
Academic Year	II
European Credit Transfer and Accumulation System (ECTS)	8
Language	Italian
Academic calendar (starting and ending date)	I semester
Attendance	Attendance is not mandatory but is strongly recommended.

Professor/ Lecturer	
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Department and address	Department of Economics, Management and Business Law, III floor (DEMEDI)
Virtual headquarters	
Tutoring (time and day)	Monday, 8:30 -11:00 A.M.

Syllabus	
Learning Objectives	The course aims to provide the student with basic economic knowledge related to firms, productive sectors, and the functioning of the markets as a whole; in such a way, the student has the necessary analytical skills for strategic business decisions. In this sense, the course deepens the theoretical analysis of market structures and business strategies related to price and non-price strategies (differentiation, quality, innovation, etc.).
Course prerequisites	The course requires good knowledge of microeconomics and mathematical analysis, as well as a good command of the English language. It should be noted that the examination of Institutions of Political Economics is preliminary to the examination of Industrial Economics.
Contents	<p>The course aims to provide the analytical basis for understanding companies' strategies, which will be analysed in light of modern industrial organization theory results. This provides the schemas, concepts, and tools to frame decision-making and develop rigorous strategic thinking skills.</p> <p>Program of the course:</p> <ul style="list-style-type: none"> • Fundamental concepts: Introduction to the Industrial Organization: what, how and why • Summary of the Microeconomics Fundamentals • Market structure and market power • Technology and production costs • Monopoly power in theory and practice • Prices discrimination (linear and non-linear prices) variety and quality of the product. • Oligopoly patterns and strategic interaction • Anti-competitive strategies • Contractual relations between companies • Non-price competition <p>Special topics: Networks and Regulatory Policies.</p>
Books and bibliography	Pepall, Richards, Norman, Calzolari (2017). <i>Organizzazione industriale</i> , McGraw-Hill. Chapters1-20. ISBN: 9788838669200
Additional materials	Practice is recommended, using the exercises at the end of each chapter, those regularly assigned by the teacher and those performed in the classroom.

Work schedule			
Total	Lectures	Hands on (Laboratory, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
Hours			
64	47	17	

ECTS	
8	
Teaching strategy	
	Frontal lessons with discussion. Tutorials with presentations also by students. Seminars and meetings with entrepreneurs, managers, regulators.
Expected learning outcomes	
Knowledge and understanding on:	The course of Industrial Economics aims to provide students with the analytical knowledge and tools useful for understanding and analysing the functioning of markets, industrial systems, strategic business interactions and major industrial policy issues.
Applying knowledge and understanding on:	The student will be able to apply the main theories of the industrial organization to analyse the behaviour and performance of enterprises in different conditions and market structures and to identify the anti-competitive behaviours of companies operating within a specific industry.
Soft skills	<ul style="list-style-type: none"> • <i>Making informed judgments and choices</i> The acquired knowledge will enable the student to independently evaluate the competitive dynamics of a market and the company's strategic behaviours, identifying any critical issues, and to suggest possible policy solutions. • <i>Communicating knowledge and understanding</i> At the end of the course, the student will be competent about the technical language and will be able to properly discuss Industrial Economics topics. In addition, he/she will acquire the ability to use graphic analysis to illustrate the economic phenomena. • <i>Capacities to continue learning</i> At the end of the course, the student will be able to describe and recognize the main market forms, the strategically interactions between companies, and he/she will know how to evaluate the welfare implications.

Assessment and feedback	
Methods of assessment	The exam is written.
Evaluation criteria	<p>Students should be able to:</p> <ul style="list-style-type: none"> • explain how markets and industrial systems work. • Understand the strategic interactions between companies and the main industrial policy issues; • apply the main theories of the industrial organization to analyse the behaviour and performance of enterprises in different conditions and market structures; • evaluate the competitive dynamics of the market and the company's strategic behaviours, identifying any criticalities, and suggest possible policy solutions; • Discuss and argue, using technical language, the main themes of the Industrial Economics; • Use graphic analysis to illustrate economic phenomena; <p>Solve analytically the main problems of the industrial economics (good quantity-price, social welfare maximization, concentration indices, optimum scale, etc.)</p>
Criteria for assessment and attribution of the final mark	<p>The test is written and is divided into three parts:</p> <ul style="list-style-type: none"> • Part I: open response questions on industrial economics models (10 points); • Part Two: Exercises (10 points); • Part III: multiple and / or true or false answers (10 points). <p>The duration of the test is 60 minutes. You will not be able to view notes and / or texts during the exam. You will not need to use the calculator and therefore no electronic calculation tool is acceptable.</p>
Additional information	