Introduction to Industrial Organization

Module title

Abbreviation

12-IIO-152-m01

Module coordinator

holder of the Chair of Industrial Economics

Module offered by

Faculty of Business Management and Economics

ECTS

Method of grading

Only after succ. compl. of module(s)

5

umerical grade

--

Duration

Module level

Other prerequisites

1 semester

undergraduate

--

Contents

Description:
The purpose of this course is to provide an introduction to the main concepts and analytical tools of the theory of industrial organisation. Industrial organisation studies examine how firms interact and compete with each other in the market. The focus is predominantly on markets characterised by imperfect competition (so-called oligopoly competition), i.e. markets where firms can exercise market power.

Outline of syllabus:
1. Games and strategy
2. Oligopoly
3. Product differentiation
4. Dynamic and repeated games
5. Collusion
6. Market structure, entry and exit
7. Mergers
8. Vertical relations
9. Strategic behaviour by incumbent firms

This course will be taught in English.

Intended learning outcomes

The purpose of this course is to provide an introduction to the main concepts and analytical tools of the theory of industrial organization. Industrial organization studies how firms interact and compete with each other in the market. The focus is predominantly on markets characterized by imperfect competition, i.e. markets where firms can exercise market power. Students who complete this course will be able to comprehend and use simple game theoretic models of oligopoly competition. By using these models, they will be able to understand and suggest managerial policies. They will be able to comment on governmental remedies in case of market failure within the context of the existing competition laws.

This course will be taught in English.

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) written examination (approx. 120 minutes) or c) term paper (approx. 10 pages) and presentation (approx. 15 minutes), weighted 2:1

Language of assessment: German and/or English

Allocation of places

--

Additional information

--
### Module appears in

<table>
<thead>
<tr>
<th>Degree Type</th>
<th>Program Title</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor's</td>
<td>Business Management and Economics</td>
<td>2015</td>
</tr>
<tr>
<td>Bachelor's</td>
<td>Economathematics</td>
<td>2015</td>
</tr>
<tr>
<td>Bachelor's</td>
<td>Business Information Systems</td>
<td>2015</td>
</tr>
<tr>
<td>Bachelor's</td>
<td>Business Management and Economics (Minor, 2015)</td>
<td></td>
</tr>
<tr>
<td>Master's</td>
<td>China Business and Economics</td>
<td>2016</td>
</tr>
<tr>
<td>Bachelor's</td>
<td>Business Information Systems</td>
<td>2016</td>
</tr>
<tr>
<td>Bachelor's</td>
<td>Economathematics</td>
<td>2017</td>
</tr>
<tr>
<td>Master's</td>
<td>China Business and Economics</td>
<td>2019</td>
</tr>
<tr>
<td>Bachelor's</td>
<td>Business Information Systems</td>
<td>2019</td>
</tr>
<tr>
<td>Bachelor's</td>
<td>Business Management and Economics</td>
<td>2019</td>
</tr>
<tr>
<td>Bachelor's</td>
<td>Business Management and Economics (Minor, 2019)</td>
<td></td>
</tr>
<tr>
<td>Bachelor's</td>
<td>Business Information Systems</td>
<td>2020</td>
</tr>
</tbody>
</table>