

Module title		Abbreviation
Introduction to Industrial Organization		12-IIO-152-m01
Module coordinator		Module offered by
Holder of the Chair of Industrial Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Description:</p> <p>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.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Introduction and Review 2. Competition and Collusion 3. Horizontal Merger 4. Entry and Entry Deterrence 5. Vertical Relations and Vertical Integration 6. Price Discrimination 7. Product Differentiation 8. Advertising 9. Research and Development 10. Behavioral Industrial Organization <p>This course will be taught in English.</p>		
Intended learning outcomes		
<p>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.</p> <p>This course will be taught in English.</p>		
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)		
<p>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</p>		
Allocation of places		
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Additional information

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Workload

150 h

Teaching cycle

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Referred to in LPO I (examination regulations for teaching-degree programmes)

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Module appears in

Bachelor' degree (1 major) Business Management and Economics (2015)
 Bachelor' degree (1 major) Economathematics (2015)
 Bachelor' degree (1 major) Business Information Systems (2015)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)
 Master's degree (1 major) China Business and Economics (2016)
 Bachelor' degree (1 major) Business Information Systems (2016)
 Bachelor' degree (1 major) Economathematics (2017)
 Master's degree (1 major) China Business and Economics (2019)
 Bachelor' degree (1 major) Business Information Systems (2019)
 Bachelor' degree (1 major) Business Management and Economics (2019)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)
 Bachelor' degree (1 major) Business Information Systems (2020)