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| Module title | | Abbreviation |
| Applied Industrial Organization | | 12-M-TI2-182-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 | unknown | -- |
| Contents | | |
| <p>Description: This course discusses vertical contracts in supply chains and their impact on competition.</p> <p>Outline of syllabus: 1. The classic problem of double marginalisation and its solution by nonstandard contracts (resale price maintenance, nonlinear pricing (rebates), exclusive territories, exclusive dealing etc.) 2. Contracts for service 3. Common agency 4. The delegation principle 5. The commitment problem 6. Interlocking relationships 7. Foreclosure by vertical contracts or mergers</p> | | |
| Intended learning outcomes | | |
| <p>After completing the course students are able to (i) explain the results of theoretical industrial economics on vertical contracts; (ii) apply the involved methods to given simple examples on their own; (iii) recognize, in which real life situations (and how) the results can be applied; (iv) analyze the impact of certain vertical contracts on competition.</p> | | |
| Courses (type, number of weekly contact hours, language – if other than German) | | |
| V (2) Module taught in: English | | |
| 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 to 120 minutes) or b) term paper (15 to 20 pages) Assessment offered: In the semester in which the course is offered Language of assessment: English creditable for bonus</p> | | |
| Allocation of places | | |
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| Additional information | | |
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| Referred to in LPO I (examination regulations for teaching-degree programmes) | | |
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| Module appears in | | |
| <p>Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019)</p> | | |

