

<b>Module title</b>		<b>Abbreviation</b>
Competition and Strategy 3		12-S&W3-F-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
Holder of the Chair of Industrial Economics		Faculty of Business Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>Outline of syllabus:</p> <ol style="list-style-type: none"> <li>1. Repetition of micro skills <ul style="list-style-type: none"> <li>• Definitions and basic concepts</li> <li>• Market analysis</li> </ul> </li> <li>2. Introduction to regulation theory <ul style="list-style-type: none"> <li>• The regulatory process</li> <li>• The natural monopoly</li> <li>• Optimal pricing of natural monopoly</li> <li>• Privatisation</li> </ul> </li> <li>3. Practice of economic regulation <ul style="list-style-type: none"> <li>• Past and recent experience in Europe and around the world</li> <li>• Analysis of selected naturally monopolistic markets</li> </ul> </li> <li>4. Recent challenges to market regulation <ul style="list-style-type: none"> <li>• Net neutrality</li> <li>• Sharing and P2P markets</li> </ul> </li> </ol> <p>This course will be taught in English.</p>		
<b>Intended learning outcomes</b>		
<p>The aim of this course is to provide the students with an understanding of the economic analysis that underpins competition policy and regulatory policy towards network utilities and to provide them with some institutional background.</p> <p>Upon successful completion of this module the students will</p> <ol style="list-style-type: none"> <li>(i) acquire an understanding of the underlying reasons why some markets cannot be made competitive;</li> <li>(ii) acquire a knowledge of the economic principles that lie behind the application of competition policy and utility regulation;</li> <li>(iii) develop an understanding of the ways in which economic analysis can positively inform competition policy and utility regulation, and the limitations of economic analysis in this context;</li> <li>(iv) learn from the practical experiences of market regulation and deregulation of the last 20-30 years.</li> </ol>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (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 to 90 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		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>
150 h
<b>Teaching cycle</b>
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<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
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<b>Module appears in</b>
<p>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)</p>