Freie Universität Bozen
Libera Università di Bolzano
Università Liedia de Bulsan

Syllabus

Descrizione corso

Titolo insegnamento	Economia industriale
Codice insegnamento	27022
Titolo aggiuntivo	
Settore Scientifico-Disciplinare	ECON-04/A
Lingua	Tedesco
Corso di Studio	Corso di laurea in Economia e Management
Altri Corsi di Studio (mutuati)	
Docenti	dr. Wolfgang Gick, wolfgang.gick@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/33840
Assistente	
Semestre	Primo semestre
Anno/i di corso	3
CFU	6
Ore didattica frontale	36
Ore di laboratorio	18
Ore di studio individuale	-
Ore di ricevimento previste	18
Sintesi contenuti	The industrial economics course begins with an introduction and repetition of the models of perfect competition, monopoly, monopolistic competition and oligopoly. The aim is to analyse production and pricing in markets with imperfect competition. Our tool of analysis is game theory, which we use to tackle quantity and price competition with all its extensions to models with asymmetric information, price discrimination, vertical and horizontal product differentiation and competition policy. Other topics include network economics, platform markets and the economics of innovation.

	The approach aims to provide students with an understanding of industrial economics topics and issues, as well as a detailed understanding of market structures and competition. The approach is intuitive, guided by game theory models and their application to industrial economics topics. In this way, it should be possible to convey a broad understanding of industrial economics.
Argomenti dell'insegnamento	Origin and development of industrial economics, market structure-market behaviour-market outcome approach, new industrial economics. Monopoly pricing versus price-taking, market power and monopoly pricing, welfare loss, first-degree price discrimination, regulation of a monopolist. Second and third degree price discrimination, monopolist with two goods, monopolistic competition. Fundamentals of game theory, games in extensive and normal form, best responses, dominated strategies, backward induction, Nash equilibrium, mixed strategies, signalling games. Oligopolies: quantity competition, Cournot, Stackelberg, reaction functions, cartels, price competition for homogeneous goods, capacity barriers and product differentiation. Spatial product differentiation, hoteling competition. Barriers to market entry and strategic behaviour: Capacity choice, limit pricing. Competition policy: historical development, case studies, market efficiency and competition, competition law. Innovation economics: research and development, market structure and innovation incentives, patents and strategic behaviour, patent competition, spillover effects and research cooperation. Network externalities and two-sided markets, platforms and pricing.
Parole chiave	Market structure-market behaviour-market outcome approach, new industrial economics, monopoly, monopolistic competition, price discrimination, game theory, oligopolies, product differentiation, competition policy, innovation economics, network externalities and platform markets.
Prerequisiti	None
Insegnamenti propedeutici	
Modalità di insegnamento	Lectures and exercises

Obbligo di frequenza	No compulsory attendance
Obiettivi formativi specifici e risultati di apprendimento attesi	ILO (Intended Learning Outcomes) ILO 1 Knowledge and understanding ILO 1.1 Knowledge of the economic theory of demand and supply of goods and services, equilibrium and pricing mechanisms in the market economy ILO 1.2 Knowledge of competition theories in the markets in relation to classical, neoclassical and evolutionary theoretical models ILO 1.3 Knowledge of the basic theorems of welfare economics ILO 1.4 Understanding of the behaviour of microeconomic actors with special consideration of consumption and business theories as well as the application of game theory ILO 1.5 Understanding the effects of digitalisation on economic and entrepreneurial activity ILO 2 Ability to apply knowledge and understanding ILO 2.1 Be able to analyse the demand for goods and services and evaluate the cost structure, its role and importance for business decisions ILO 2.2 Be able to carry out an analysis of the economic behaviour of public and private actors using game theory ILO 3 Making judgements ILO 3.1 recognise the most important problems in complex decision-making situations ILO 3.2 critically analyse the facts and the situations to be dealt with ILO 3.3 select the most appropriate quantitative and qualitative methods of analysis ILO 4 Learning skills ILO 4.1 Obtain information to update the constantly changing general and specific context of reference ILO 4.2 Critically analyse and integrate data, information and

	future experiences, also using advanced software
Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori info.)	
Modalità di esame	Final exam: 100% of the course material is tested in the final exam4 ILOs assessed 1 to 4
Criteri di valutazione	The grading of the final exam is based on the answers to formal and open questions. The same examination modalities apply to all students (students participating in the course and students not participating in the course).
Bibliografia obbligatoria	4/8 Belleflamme, P., Peitz, M., Industrial Organisation. Markets and Organisation. Second edition, Cambridge University Press, 2015. Bester, H., Theorie der Industrieökonomik, Berlin, Springer, 2017
Bibliografia facoltativa	
Altre informazioni	
Obiettivi di Sviluppo Sostenibile (SDGs)	Innovazione e infrastrutture