FITXA IDENTIFICATIVA

Dades de l'Assignatura	
Codi	36158
Nom	Organització industrial
Cicle	Grau
Crèdits ECTS	6.0
Curs acadèmic	2019 - 2020

Titulació/titulacions

Titulació	Centre	Curs	Període
1316 - Grau en Economia	Facultat d'Economia	4	Primer quadrimestre

Matèries

Titulació	Matèria	Caràcter
1316 - Grau en Economia	21 - Menció en Economia Industrial i de l'Empresa	Optativa

Coordinació

Nom	Departament
GRANERO PEÑARRUBIA, LUIS MIGUEL	10 - Anàlisi Econòmica

RESUM

This course provides an introduction to industrial organization (IO). The primary focus of IO is the study of imperfect competition and the organization of markets. Beyond industrial economics, IO tools have also been used in topics such as Health Economics, Managerial Economics, Marketing, Law and Economics, and Finance. Based on that, this course aims at familiarizing students with both traditional and recent developments in IO, and with some applications of IO tools.

The course starts by examining the monopoly. It then moves on to the analysis of several aspects of strategic interaction between firms and the determinants of market structure. Finally, it examines contracts and vertical relations, the role of asymmetric information, and the economics of technological innovations.

CONEIXEMENTS PREVIS

Relació amb altres assignatures de la mateixa titulació

No heu especificat les restriccions de matrícula amb altres assignatures del pla d'estudis.

Altres tipus de requisits

The course requires a good command of basic algebra (systems of linear equations) and basic calculus (unconstrained and constrained optimization analysis, equilibrium analysis and comparative statics analysis). Students should review the basic concepts learnt in the game theory course.

COMPETÈNCIES

1316 - Grau en Economia

- Capacitat de pensament crític.
- Capacitat per a la presa de decisions aplicant els coneixements a la pràctica.
- Capacitat d'aprenentatge autònom.
- Aplicar els principis de l'anàlisi econòmica (decisió racional) al diagnòstic i a la resolució de problemes.
- Comprendre i aplicar el mètode científic, consistent a formular hipòtesis, deduir resultats comprovables i confrontar-los amb l'evidència empírica i experimental.
- Comprendre les claus del funcionament de l'economia de mercat, la distinció entre raonaments normatius i positius i la diferència entre els conceptes d'equitat i eficiència.
- Reconèixer els conflictes estratègics i saber utilitzar els principis estratègics bàsics per obtenir la cooperació i la coordinació en els problemes d'incentius.
- Conèixer l'anàlisi i el disseny de les decisions estratègiques de l'empresa i les seues conseqüències.

RESULTATS DE L'APRENENTATGE

Upon completion of the course, students should be able (i) to conceptualize the keys to the working of imperfectly competitive markets, (ii) to assess the determinants of agents’ strategic behavior, (iii) to analyze firm behavior with the anticipation of rivals' strategies, and (iv) to apply solution concepts to particular market situations and evaluate their viability and efficiency. Students should understand the topics covered on several different levels: mathematical as well as graphical and heuristic or verbal levels. Students should be familiarized with the IO approach to explore economic issues and policies.

DESCRIPCIÓ DE CONTINGUTS

1. Unit 1. Monopoly

Types of monopoly. Monopoly and social welfare. Price discrimination. Vertical control. Bundling and tying. Durable goods and limits on monopoly power.
T: 1,3,4. S: 5,14,15. BP: 2,8,9.

2. Unit 2. Imperfect competition

Static competition. Managerial incentives. Divisionalization. Advertising. Product differentiation. Dynamic aspects. Collusion. Tacit coordination. Firm entry. Market size and efficiency.
T: 2,5,6,7,9. S: 6,7,11,12. BP: 3,5,6,12,14. M: 2,5,6,7,9,10.

3. Unit 3. Concentration, mergers, and entry barriers

Concentration measures. Horizontal mergers. Entry barriers. Entry deterrence. Contestable markets. Competition and industrial policy.
T: 8. S: 8. BP: 16. M: 3,4,7,9,11.

4. Unit 4. Contracts and vertical relations

Double marginalization. Vertical restraints. Exclusive dealing. Vertical mergers.
T: 4, 8. BP: 17. M: 12.

5. Unit 5. Market frictions and asymmetric information

Quality signaling. Quality disclosure and certification. Consumer search. Switching costs.
T: 9. S: 12, 16. M: 4.

6. Unit 6. Research and development and the adoption of new technologies

The value of innovation. Welfare and patent protection. Patent races. Licensing and innovation. Cooperation in R&D. Network externalities. Standardization and compatibility.
T: 10. S: 9,10. M: 13.

VOLUM DE TREBALL

ACTIVITAT	Hores	% Presencial
Classes de teoria	30,00	100
Pràctiques en aula	30,00	100
Elaboració de treballs individuals	35,00	0
Estudi i treball autònom	55,00	0
TOTAL	**150,00**	

METODOLOGIA DOCENT

In the course, teaching deals with both theoretical models and applied exercises. Lectures are devoted to the presentation of concepts, theories and models of non-competitive markets. Some exercises will be examined in class, and other exercises will be considered as homework. Course materials will be available on the aula virtual website.

AVALUACIÓ

The plan is to spend an average of two teaching weeks per unit. Deadlines for homework problem sets will be announced in due course.

The final grade follows from (i) 30% for problem sets and interim exams, and (ii) 70% for the final exam. Each part is graded over 10 points, and a minimum of 5 points is required in each part at any call to pass the course.

REFERÈNCIES

Bàsiques

- Belleflamme, P., and Peitz, M. (2010). Industrial organization: markets and strategies. Cambridge University Press. -BP-
- Martin, S. (2002). Advanced industrial economics. Blackwell. -M-
- Shy, O. (1995). Industrial organization: theory and applications. The MIT Press. -S-
- Tirole, J. (1988). The theory of industrial organization. The MIT Press. -T-

ADDENDA COVID-19

Aquesta addenda només s'activarà si la situació sanitària ho requereix i previ acord del Consell de Govern