

COURSE OF STUDY Business Administration (BARI)

ACADEMIC YEAR 2023-2024

ACADEMIC SUBJECT Industrial Economics

General information	
Year of the course	II
Academic calendar (starting and ending date)	I semester (18/09/2023 – 12/01/2024)
Credits (CFU/ETCS):	8
SSD	SECS-P/06
Language	Italian
Mode of attendance	Attendance is not mandatory but is strongly recommended

Professor/ Lecturer	
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Telephone	
Department and address	Department of Economics, Management and Business Law, III floor (DEM DI)
Virtual room	
Office Hours (and modalities: e.g., by appointment, on line, etc.)	Monday, 8:30 -11:00 A.M.

Work schedule			
Hours			
Total	Lectures	Hands-on (laboratory, workshops, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
64	47	17	
CFU/ETCS			
8	6	2	

Learning Objectives	The course aims to provide the student with a basic economic knowledge related to firms, productive sectors and the functioning of the markets as a whole; in such a way that the student has the necessary analytical skills for strategic business decisions. In this sense, the course deepens the theoretical analysis relating to market structures and business strategies related to price strategies and non-price strategies (differentiation, quality, innovation etc..).
Course prerequisites	The course requires good knowledge of microeconomics and mathematical analysis, as well as a good command of the English language. It should be noted that the examination of Institutions of Political Economics is preliminary to the examination of Industrial Economics

Teaching strategie	
Expected learning outcomes in terms of	
Knowledge and understanding on:	The course of Industrial Economics aims to provide students with the analytical knowledge and tools useful for understanding and analysing:

	<ul style="list-style-type: none"> ○ the functioning of markets; ○ industrial systems; ○ strategic business interactions; ○ major industrial policy issues.
Applying knowledge and understanding on:	<p>The student will be able to apply:</p> <ul style="list-style-type: none"> ○ the main theories of the industrial organization to analyse the behaviour and performance of enterprises in different conditions and market structures and to identify the anti-competitive behaviours of companies operating within a specific industry.
Soft skills	<ul style="list-style-type: none"> ● <i>Making informed judgments and choices</i> The acquired knowledge will enable the student to: <ul style="list-style-type: none"> ○ independently evaluate the competitive dynamics of a market and the company's strategic behaviours; ○ identifying any critical issues; ○ suggest possible policy solutions; ● <i>Communicating knowledge and understanding</i> At the end of the course, the student will be competent about: <ul style="list-style-type: none"> ○ the technical language and will be able to properly discuss Industrial Economics topics; ○ the ability to use graphic analysis to illustrate the economic phenomena; ● <i>Capacities to continue learning</i> At the end of the course, the student will be able to: <ul style="list-style-type: none"> ○ describe and recognize the main market forms, the strategically interactions between companies; ○ evaluate the welfare implications;
Syllabus	
Content knowledge	<p>The course aims to provide the analytical basis for understanding companies' strategies, which will be analysed in the light of the results of modern industrial organization theory. This provides the schemas, concepts and tools to frame decision-making and to develop rigorous strategic thinking skills.</p> <p>Program of the course:</p> <ul style="list-style-type: none"> ● Fundamental concepts: Introduction to the Industrial Organization: what, how and why ● Summary of the Microeconomics Fundamentals ● Market structure and market power ● Technology and production costs ● Monopoly power in theory and practice ● Prices discrimination (linear and non-linear prices) variety and quality of the product. ● Oligopoly patterns and strategic interaction ● Anti-competitive strategies ● Contractual relations between companies ● Non-price competition <p>Special topics: Networks and Regulatory Policies.</p>
Texts and readings	<p>Pepall, Richards, Norman, Calzolari (2017). <i>Organizzazione industriale</i>, McGraw-Hill. Chapters 1-20. ISBN: 9788838669200</p>
Notes, additional materials	<p>Practice is recommended, using the exercises at the end of each chapter, those regularly assigned by the teacher and those performed in the classroom</p>
Repository	

Assessment	
Assessment methods	The test is written.
Assessment criteria	<p>Students should be able to:</p> <ul style="list-style-type: none"> • <i>Knowledge and understanding</i> <ul style="list-style-type: none"> ○ explain how markets and industrial systems work; ○ Understand the strategic interactions between companies and the main industrial policy issues; • <i>Applying knowledge and understanding</i> <ul style="list-style-type: none"> ○ Apply the main theories of the industrial organization to analyse the behaviour and performance of enterprises in different conditions and market structures; • <i>Autonomy of judgment</i> <ul style="list-style-type: none"> ○ Evaluate the competitive dynamics of the market and the company's strategic behaviours, identifying any criticalities, and suggest possible policy solutions; • <i>Communicating knowledge and understanding</i> <ul style="list-style-type: none"> ○ Discuss and argue, using technical language, the main themes of the Industrial Economics; ○ Use graphic analysis to illustrate economic phenomena; • <i>Communication skills</i> <ul style="list-style-type: none"> ○ Discuss and argue, using technical language, the main themes of the Industrial Economics; • <i>Capacities to continue learning</i> <ul style="list-style-type: none"> ○ Solve analytically the main problems of the industrial economics (good quantity-price, social welfare maximization, concentration indices, optimum scale, etc.).
Final exam and grading criteria	<p>The test is written and is divided into three parts:</p> <ul style="list-style-type: none"> • Part I: open response questions on industrial economics models (10 points); • Part Two: Exercises (10 points); • Part III: multiple and / or true or false answers (10 points). <p>The duration of the test is 60 minutes. You will not be able to view notes and / or texts during the exam. You will not need to use the calculator and therefore no electronic calculation tool is acceptable</p>
Further information	
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