

61337 - Industrial Economy

Syllabus Information

Academic year: 2023/24

Subject: 61337 - Industrial Economy

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 525 - Master's in Economics

ECTS: 3.0

Year: 1

Semester: Second semester

Subject type: Optional

Module:

1. General information

The main objective of the subject is to analyse competition in markets in which companies exhibit strategic behaviour and to discern the consequences that such behaviour has on efficiency.

It also studies the advisability of proposing pro-competitive measures, critically analysing antitrust laws and policies, and determining reasonable rules for regulation and intervention.

The subject raises key issues to understand the functioning of markets and the behaviour of firms, highlighting those strategies that increase market power, such as price discrimination, barriers to entry, product differentiation, advertising and innovation.

These approaches and objectives are aligned with the following Sustainable Development Goals (SDGs) of the United Nations Agenda 2030 <https://www.un.org/sustainabledevelopment/es/>, so that the acquisition of learning results of the subject will contribute to the achievement of the goals:

Goal 4: Quality Education.

Goal 9: Industry, Innovation and Infrastructure.

Goal 10: Reduction of Inequalities.

Goal 12: Responsible Production and Consumption

2. Learning results

The student, in order to pass the course, must demonstrate the following results:

- Ability to know different industrial, pricing, product differentiation and advertising policies.
- Ability to analyse and assess the strategic behaviour of companies and to understand the limitations of government intervention in the functioning of markets.
- Ability to understand the workings of a market economy.
- Ability to understand antitrust policies.
- Ability to use research techniques for market analysis.
- Ability to differentiate the behaviour of companies in different market structures.
- Ability to understand the explanatory power of theoretical models.

3. Syllabus

Topic 1. The competitive paradigm: positive and normative properties

Topic 2. Industrial economics and its approaches

Topic 3. Market definition and market power

Topic 4. Monopoly theory

Topic 5. Oligopoly theory

4. Academic activities

Master classes: 30 hours

Theoretical-practical sessions in which the contents of the subject will be explained.

Problem solving and self-study: 45 hours

Individually, students will perform practical exercises on each of the topics of the syllabus.

5. Assessment system

The assessment of the expected learning results will be carried out through the following activities:

- Solving of a set of proposed exercises and their presentation, as well as class participation.
- Completion of a global test, structured in a series of theoretical and practical questions related to each one of the topics of the syllabus.

The final grade will be the maximum value between:

- the grade obtained in the overall test

- the linear combination of the average grade of the proposed exercises (40%) and the grade of the final global test (60%).