

**SYLLABUS**

# **Introduction Industrial Organization 7.5 credits N0009N**

**Nationalekonomi B, Marknadsanalys**

**Course syllabus admitted: Autumn 2009 Sp 1 - Spring 2010 Sp 4**

**DECISION**

**The syllabus was established on February 28, 2007 and is valid from the autumn term 2007.**

# Introduction Industrial Organization 7.5 credits N0009N

## Nationalekonomi B, Marknadsanalys

### First cycle, N0009N

Education level	Grade scale	Subject	Subject group (SCB)
First cycle	U G VG	Nationalekonomi	Economics

## Entry requirements

In order to meet the general entry requirements for first cycle studies you must have successfully completed upper secondary education and documented skills in English language and Introductory Microeconomics (N0008N) or corresponding.

## Selection

The selection is based on 1-165 credits.

## Examiner

Linda Wårell

## Course Aim

The overall aim with the course is to create increased understanding and knowledge about how markets characterised with imperfect competition works. Furthermore, the aim is to establish an ability to apply theory within industrial organisation in order to analyse different market structures, and the different strategies that the firms can use in the different market situations. This implies that the student should be able to:

- Analyse with graphs, words and with basic mathematics how different markets works, depending on which market structure (perfect competition, monopoly, oligopoly, monopolistic competition) that characterizes the market.
- Explain with help of graphs, words and basic mathematics the different strategies that the firms, given imperfect competition, can apply in order to increase the firm's market power.

## Contents

The course covers different factors that affect the competitiveness of firms, and the different strategies that can be used to give the firms competitive advantages in different market situations. The course focuses on studying different market structures, mainly regarding situations of imperfect competition, and analyses common firm behaviour given these market situation. Furthermore, the difference and dependence between strategic decisions – decisions that have long-term effects on the market structure and firm behaviour – is further analysed. Examples of strategic decisions are product differentiation, price discrimination and advertising. Furthermore, the course also covers competition policy and its effects/limitations on firm behaviour in a given market situation.

## Realization

The course consists of lectures, seminars and written assignments. The aim with the seminars is to discuss and analyse relevant areas in the literature, by using practical and theoretical examples.

## Examination

The course ends with a written exam that corresponds to 7.5 ECTS. The exam can consist of all that is covered in the literature and on the lectures. The grade of the written exam determines the grade on the course. The grade scale is pass (G) which requires 30 of total 50 points, and pass with honour (VG) which requires 40 of total 50 points, and fail (U) which corresponds to less than 30 of total 50 points.

Students who have failed an examination on five occasions will not be allowed further resits.

## Remarks

Basic level, progression B.

Students must register to the courses themselves or contact the IES educational administration not later than 5 days after the quarter commences. Failure to do so can result in the place being lost. This also applies to the students with a place guarantee. Contact: ETKS educational administration [eduetks@ltu.se](mailto:eduetks@ltu.se).

## Overlap

The course N0009N is equal to IEN338

## Literature. Valid from Autumn 2009 Sp 1

Managerial Economics and Business Strategy, 6th International Edition, Michael R. Baye

## Course offered by

Department of Business Administration, Technology and Social Sciences

## Items/credits

Number	Type	Credits	Grade
0001	Written exam	7.5	U G VG

## Last revised

The syllabus was established on February 28, 2007 and is valid from the autumn term 2007.

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