

**SYLLABUS**

# **Introduction Industrial Organization 7.5 credits N0027N**

**Marknadsanalys**

**Course syllabus admitted: Autumn 2019 Sp 1 - Autumn 2019 Sp 2**

**DECISION DATE  
2019-02-18**

# Introduction Industrial Organization 7.5 credits N0027N

## Marknadsanalys

### First cycle, N0027N

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

### Main field of study

Business Administration, 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 equivalent.

## Selection

The selection is based on 1-165 credits.

## Examiner

Linda Wårell

## Course Aim

The main aim with the course is to create a deepened understanding and knowledge about how economic theories are applied in firms. The aim with the course is further to use quantitative data in order to analyze economic problems. This implies that the students after the course should know how to:

- Estimate the value of firm's assets by understanding the time-value of money. Use demand and supply theories as a qualitative and quantitative instrument to make future predictions of prices and quantities. Calculate different elasticities and use these in order to analyze changes in revenues, prices and sold entities.
- Identify and explain different market structures, and the different strategies that firms can use with the purpose of increasing the firm's market power. Calculate profit maximizing prices and quantities given different market structures.
- Conduct and interpret the results from basic regressions. Process collected data, estimate demand functions and elasticities in order to analyze and explain how relevant quantitative data can be applied in a firm.
- Explain and argument for how the different strategies that firms' can use are seen from a competition authority point of view.
- Analyze and solve firm related problems by using the economic theory that is examined in the course. The students are expected to solve the problems in smaller groups, and sometimes by using quantitative data.
- Give oral presentations of economic analyses in a clear and structured manner.
- Search and analyze information in business press with the aim of solving real problems that a firm can meet, by applying economic theory and methods.
- Present economic analyses in a clear and structured manner.

## Contents

The course Introduction Industrial Organization focuses on:

- The fundamentals of managerial economics
- Market forces: demand and supply
- Quantitative demand analysis
- The organization of the firm
- The nature of industry
- A manager's guide to government in the marketplace
- Managing in competitive, monopolistic and monopolistically competitive markets
- Basic oligopoly models
- Pricing strategies for firms with market power
- The economics of information
- Advanced topics in business strategy

## Realization

Each course occasion's language and form is stated and appear on the course page on Luleå University of Technology's website.

The course consists of lectures (not mandatory), and two mandatory occasions with group exercises, one mandatory seminar and one mandatory project. The aim with the group exercises is for students to solve problems by applying economic theories and methods, work in groups, and practice presentation techniques. The aim with the seminar is to discuss and examine how competition authorities work in a potentially illegal situation on the market. The aim with the project is to find and analyze company information in business press, solve real problems that firms meet by applying economic theories and methods, work in groups, and present analyses in a clear and structured manner.

## Examination

If there is a decision on special educational support, in accordance with the Guideline Student's rights and obligations at Luleå University of Technology, an adapted or alternative form of examination can be provided.

The examination is:

- Written exam at the end of the course (5 ECTS) that mainly examines aim a), b) and c).
- Presentation of 3 mandatory exercises during the course (group exercises/seminar) á 0,5 ECTS (1,5 ECTS) that mainly examines aim c), d), e) and f).
- Project during the course (1 ECTS) that mainly examines aim g) and h).

The grade on the written exam will determine the grade on the course. The grades are pass (G), pass with honor (VG) and fail (U).

## Remarks

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

Undergraduate level, progression B

## Transition terms

Due to similar content, the course can not be included in a degree together with the course Introduction Industrial Organization (N0009N) or other courses with similar content.

## Literature. Valid from Autumn 2013 Sp 1

Managerial Economics and Business Strategy, Latest edition, Michael R. Baye  
Other articles or material can be supplemented during the course.

## Course offered by

Department of Social Sciences, Technology and Arts

## Modules

Code	Description	Grade scale	Cr	Status	From period	Title
0001	Written exam	U G VG *	5	Mandatory	A10	
0002	Group exercise/seminars	U G#	1.5	Mandatory	A10	
0004	Project work	U G#	1	Mandatory	A17	

## Study guidance

Study guidance for the course is to be found in our learning platform Canvas before the course starts. Students applying for single subject courses get more information in the Welcome letter. You will find the learning platform via My LTU.

## Last revised

by Director of Undergraduate Studies Daniel Örtqvist, Department of Business Administration, Technology and Social Sciences 2019-02-18

## Syllabus established

by Head of the Department of Business Administration and Social Sciences 2010-02-19