UCL Université catholique de Louvain

LECON2610

2015-2016

Industrial Organization

5.0 credits	30.0 h	2q

Teacher(s) :	Mayneris Florian ; Lam Wing Man Wynne ;
Language :	Anglais
Place of the course	Louvain-la-Neuve
Prerequisites :	An advanced course in Microeconomics. An introductory course in Industrial Organization
Main themes :	Market power Sources of market power Pricing strategies and market segmentation Product quality and information Theory of competition policy R& mp;D and intellectual property Network, standards and systems Market intermediation
Aims :	In terms of knowledge, students should be able at the end of the course to (i) understand how and why oligopolistic firms manage to set equilibrium prices above marginal costs, (ii) analyze asymmetric information problems, in which firms choose their marketing strategy to inform consumers about product quality, (iii) address competition policy issues (cartels, collusion, mergers, exclusionary conduct), (iv) understand strategies and policies related to innovation and intellectual property, (v) analyze topical issues pertaining to network and platform markets. In terms of skills, students should be able at the end of the course to (vi) read and discuss recent contributions to the theoretical and empirical literature in industrial organization. *The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".*
Teaching methods :	Grading for the course will be based on ' In-class participation (10%), ' A presentation on a recent paper (40%), and ' A take-home final exam (50%), which must be completed within 1 day. In the last class, each student should give a presentation on one of the recommended papers, with 15 minutes for a short summary, 10 minutes for their own comments, and 5 minutes for questions from other students and me. Outline of Topics: Lectures 1& mp;2 (March 24): Product Differentiation Lectures 3& mp;4 (March 31): Price Discrimination Lectures 5& mp;6 (April 7): Switching Costs Lectures 7& mp;8 (April 14): Network Effects Lectures 9& mp;10 (April 21): Standardization Lectures 11& mp;12 (April 28): Two-sided Markets, Competition Policy Lectures 13& mp;14 (May 12): The Economics of IT, Student Presentations
Content :	This course provides a graduate level introduction to Industrial Organization. It covers several basic topics in the theory of IO and some recent policy applications. It presumes that students have a familiarity with basic micro theory and game theory.
Bibliography :	There is no required textbook. This course will be based mainly on journal articles. Detailed lecture notes and related readings will be provided throughout the course. As a general reference, the following books are recommended: ' Tirole, Jean, 1988. The Theory of Industrial Organization, MIT Press. ' Belleflamme, Paul and Martin Peitz, 2015. Industrial Organization: Markets and Strategies, Cambridge University Press.
Other infos :	Please also note: We will begin at 14:00 sharp.
Faculty or entity in charge:	ECON

Programmes / formations proposant cette unité d'enseignement (UE)				
Intitulé du programme	Sigle	Credits	Prerequis	Acquis d'apprentissage
Master [120] in Economics: General	ECON2M	5	-	
Master [120] in Economics: Econometrics	ETRI2M	5	-	