



5.00 crédits	30.0 h	Q1
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Enseignants	Johannes Johannes ;
Langue d'enseignement	Anglais
Lieu du cours	Louvain-la-Neuve
Préalables	Un cours avancé en micro-économie Un cours d'introduction à l'organisation industrielle
Thèmes abordés	Pouvoir de marché Sources du pouvoir de marché Stratégies de prix et segmentation de marché Qualité de produit et information Théorie de la politique de concurrence Recherche et développement, propriété intellectuelle Réseaux, standards et systèmes Intermédiation de marché
Acquis d'apprentissage	<p><b>A la fin de cette unité d'enseignement, l'étudiant est capable de :</b></p> <p>En termes de connaissances, les étudiants seront capables, à la fin de l'activité :</p> <ul style="list-style-type: none"> <li>(i) de comprendre pourquoi et comment les firmes en oligopole parviennent à fixer des prix d'équilibre supérieurs aux coûts marginaux ;</li> <li>(ii) d'analyser des problèmes d'information asymétrique dans lesquels les firmes choisissent leur stratégie de marketing pour informer les consommateurs sur la qualité des produits ;</li> <li><sup>1</sup> (iii) d'appréhender des questions de politique de concurrence (cartels, collusion, pratiques d'exclusion) ;</li> <li>(iv) d'analyser des questions d'actualités relatives aux marchés en réseau et aux marchés de plateformes.</li> </ul> <p>Sur le plan des compétences, les étudiants seront capables, à la fin de l'activité :</p> <ul style="list-style-type: none"> <li>(v) de lire et discuter des contributions récentes à la littérature (empirique et théorique) en organisation industrielle.</li> </ul>
Modes d'évaluation des acquis des étudiants	The final grade depends on i) participation in class (10%), ii) the students' presentation of a research paper (40%), and iii) the research proposal (50%). The evaluation will also be based on these three elements if we have to move the course online to TEAMS.
Méthodes d'enseignement	<p>For each week, the students have to read research papers that we will discuss in class. This enables lively interaction and a critical discussion of these papers. At the end of the class, the students have to present research papers themselves, which they can choose from a reading list. Students can also propose papers to present. We will mostly focus on papers that use theoretical models, but we will also discuss empirical work.</p> <p>The goal of the class is to inspire research questions. To encourage students to develop research questions, the student will submit a research proposal in which they develop a research question, motivate why it is interesting and fills a gap in the Literature, discuss the methods they would use to approach this question, and explain expected results.</p> <p>The teaching will start in the second week of the first term (Q1) in class room. Depending on the health situation, we will move to online teaching via TEAMS.</p>
Contenu	<p>The goal of the class is to introduce students to current research topics in industrial organization, to make students read and discuss research papers, and to help students develop research questions. We will start with some basic topics but will move quickly to topics in which a lot of research is going on these days, and which are highly relevant to understand our modern complex and digital economy.</p> <p>I plan to cover the following topics. The focus can be adjusted based on student interests.</p>

	<p>1. Behavioral Economics and Industrial Organization(5-6 weeks)</p> <ul style="list-style-type: none"> <li>• We will discuss the role of consumer mistakes and more realistic, psychology-based, models of human behavior for market performance and competition. Does competition induce firms to mitigate, or to exploit consumer mistakes? How can regulation help to mitigate exploitation of consumer mistakes? What is the role of big data and targeted pricing when consumers mispredict their own future behavior?</li> </ul> <p>2. Price Discrimination and Targeted Pricing (2 weeks)</p> <p>3. Platforms and Two-Sided Markets (2 weeks)</p> <p>4. Consumer Search (1-2 weeks)</p> <p>5. Student Presentations (1-2 weeks)</p>
Ressources en ligne	Available on Moodle: <a href="https://moodleucl.uclouvain.be/">https://moodleucl.uclouvain.be/</a>
Bibliographie	A reading list will be made available at the beginning of the course.
Autres infos	<p>The language of the class is English.</p> <p>The course starts in the second week of the term.</p>
Faculté ou entité en charge:	ECON

<b>Programmes / formations proposant cette unité d'enseignement (UE)</b>				
Intitulé du programme	Sigle	Crédits	Prérequis	Acquis d'apprentissage
Master [120] en sciences économiques, orientation économétrie	ETRI2M	5		
Master [60] en sciences économiques, orientation générale	ECON2M1	5		
Master [120] en sciences économiques, orientation générale	ECON2M	5		