



5.00 credits	45.0 h	Q2
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Teacher(s)	Grandjean Gilles ;
Language :	French
Place of the course	Bruxelles Saint-Louis
Prerequisites	<i>The prerequisite(s) for this Teaching Unit (Unité d'enseignement – UE) for the programmes/courses that offer this Teaching Unit are specified at the end of this sheet.</i>
Learning outcomes	<b>At the end of this learning unit, the student is able to :</b> The course aims to introduce students to the analysis of business strategies and the regulation of imperfectly competitive markets. In order to do so, they will develop the main models of oligopoly and situate them in the context of European industrial organization issues, particularly in relation to competition law.
Evaluation methods	Written exam.
Teaching methods	Video clips cover the theoretical material. They are provided at the beginning of the year. During the course, students ask questions about the videos, and solve a series of exercises and sample exam questions.
Content	<ol style="list-style-type: none"> <li>1. Firms, consumers and the market</li> <li>2. Market power: static and dynamic analysis</li> <li>3. The sources of market power             <ol style="list-style-type: none"> <li>a. Product differentiation</li> <li>b. Advertising and marketing</li> </ol> </li> <li>4. Price discrimination</li> <li>5. Competition policy             <ol style="list-style-type: none"> <li>a. Cartels and tacit collusion</li> <li>b. Horizontal and vertical mergers</li> </ol> </li> <li>6. Innovation, R&amp;D and intellectual property</li> </ol>
Bibliography	Paul Belleflamme and Martin Peitz, 2015. Industrial Organization: Markets and Strategies, 2nd edition. Cambridge University Press.
Faculty or entity in charge	ESPB

<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Bachelor in Economics and Management	<a href="#">ECGB1BA</a>	5	<a href="#">BECGE1210</a>	
Bachelor in Economics and Management (French-English)	<a href="#">ECAB1BA</a>	5	<a href="#">BECGE1217</a>	
Bachelor in Economics and Management (French-Dutch-English)	<a href="#">ECTB1BA</a>	5	<a href="#">BECGE1217</a>	