# . – Industrial Organization and Policy

## Prof. Randolph Luca Bruno

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to explore the key theoretical and methodological tools required to understand the main issues companies face in different industrial sectors, the different strategic behaviours, and the effects on national and international markets.

In addition, it aims to offer an analysis of national and European industrial policies.

At the end of the course, students will be able to:

* Develop their knowledge of the main theoretical models for the analysis of industrial economics; the classification of economic activities and the main features of markets (in terms of size and geography); the manufacturing sector; and the European Union and Italian industrial policy.
* Understand the analysis of corporate behaviours in national and international industrial markets, their causes, and the roles and functions of companies and markets.
* Assess the competitive capacity of a whole industrial system, the strategic behaviours adopted by companies in national and global markets, and the importance of industrial policies from a social and economic point of view.

***COURSE CONTENT***

The course will introduce the following topics:

* The historical development of modern companies.
* An introduction to industrial economics: the static and dynamic conception of competition.
* Market structure and the theories at the basis of industrial concentration and collusion
* The corporate strategy adopted by companies investing in Research and Development
* The factors pushing companies toward vertical integration and Strategic Alliances
* Public intervention in the industrial sector: Industrial Policies and Market Regulations in Italy, EU, and the USA

***READING LIST***

*Main Textbook of reference*:

J. Lipczynski-J.O.S. Wilson-J. Goddard, *Economia industriale. Concorrenza strategie e politiche pubbliche,* Pearson Italia, Milan, 2016.

*Additional readings[[1]](#footnote-1)*

* Bellandi, Marco – Annalisa, Caloffi (a cura di), *I nuovi distretti industriali. Rapporto di Artimino sullo sviluppo locale 2012-2013*, Il Mulino, Bologna, 2014.
* Bianchi, Patrizio., *4.0 La nuova rivoluzione industriale*, Il Mulino, Bologna, 2018.
* Bianchi Patrizio, *La rincorsa frenata. L’industria italiana dall’unità alla crisi globale*, Il Mulino, Bologna, 2013.
* Brancati Raffaele-Andrea Maresca, *Industria 4.0 in Italia: diffusione, tendenze e qualche riflessione*, MET 2017-18, Ministero dello Sviluppo Economico.
* Cabral Luis, *Economia Industriale*, Carocci Editore, Roma, 2018.
* Quadrio Curzio, Alberto–Marco Fortis (a cura di), *L’industria nei 150 anni dell’Unità d’Italia. Paradigmi e protagonisti*, Il Mulino, 2012.
* Schwab Klaus, *Governare la Quarta Rivoluzione Industriale*, Franco Angeli, Milano, 2019.

Further information on the textbook chapters and other teaching material will be available in class and online ([http://blackboard.unicatt.it](about:blank)).

***TEACHING METHOD***

Frontal lectures, supported by the presentation of topical subjects and analysis of official institutional papers, articles, and specific research studies issued by national and international bodies.

***ASSESSMENT METHOD AND CRITERIA***

Written exam, consisting of three open-ended questions on general, theoretical, and practical topics explained during the course. Each question will be equally valued (lowest mark: 0, no answer; highest mark: 10, fully comprehensive answer).

Alternatively, students will be allowed to replace one of the three questions with a written assignment on a specific course topic (previously approved by the Professor), to be submitted no later than the date on which they will take the exam.

Furthermore, students can increase their final mark up to 3 points, **provided that the result of the written test is positive** (≥18/30), by submitting a coursework on a topic approved by the lecturer and related to the course content. The coursework must be submitted no later than the first exam session's date after the course's closure.

The assessment criteria adopted during the final exam will include the ability to understand questions, use of the most appropriate theoretical, methodological, and analytical tools explained in class, rigorous application of the methodologies chosen to explain the complexity of the economic reality, use of appropriate terminology, and, in case of written assignments, ability to use appropriate arguments to defend a critical perspective

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The final mark will be expressed in thirtieths.

***NOTES AND PREREQUISITES***

The detailed version of the reading list will be updated during the course. However, in order to get the most out of this course, students should have a basic knowledge of the key concepts of "microeconomics" and "macroeconomics".

Information on office hours available on [http://docenti.unicatt.it/](about:blank)..

1. Additional reading could be suggested during the module. [↑](#footnote-ref-1)