# 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 a broad 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 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:

* 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*:

L. Pepall, D. Richards, G. Normann G. e Calzolari *Organizzazione Industriale,* Mc Graw Hill (IV edition), Milan, (C) 2023. *[Acquista da VP](https://librerie.unicatt.it/scheda-libro/lynne-pepall-daniel-j-richards-george-norman/organizzazione-industriale-9788838656156-718173.html?search_string=pepall%20richards%20norman&search_results=2)*

* *Additional readings[[1]](#footnote-1)*
* Bianchi, Patrizio, *4.0 La nuova rivoluzione industriale*, Il Mulino, Bologna, 2018.[*Acquista da VP*](https://librerie.unicatt.it/scheda-libro/patrizio-bianchi/40-la-nuova-rivoluzione-industriale-9788815275301-548918.html)
* Bianchi Patrizio, *La rincorsa frenata. L’industria italiana dall’unità alla crisi globale*, Il Mulino, Bologna, 2013. [*Acquista da VP*](https://librerie.unicatt.it/scheda-libro/bianchi-patrizio/la-rincorsa-frenata-9788815245380-183292.html)
* Cabral Luis, *Economia Industriale*, Carocci Editore, Roma, 2018.[*Acquista da VP*](https://librerie.unicatt.it/scheda-libro/luis-cabral/economia-industriale-9788843092611-552564.html)
* Quadrio Curzio, Alberto–Marco Fortis (a cura di), *L’industria nei 150 anni dell’Unità d’Italia. Paradigmi e protagonisti*, Il Mulino, 2012.[*Acquista da VP*](https://librerie.unicatt.it/scheda-libro/autori-vari/lindustria-nei-150-anni-dellunita-ditalia-paradigmi-e-protagonisti-9788815238863-215807.html)
* Schwab Klaus, *Governare la Quarta Rivoluzione Industriale*, Franco Angeli, Milano, 2019.[*Acquista da VP*](https://librerie.unicatt.it/scheda-libro/klaus-schwab/governare-la-quarta-rivoluzione-industriale-9788891787293-675150.html)

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

***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 open-ended questions on general, theoretical, and practical topics as well as exercises explained during the course.

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 in 30th points.

***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/..

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