# Industrial Economics

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

The Course objective is to pinpoint the problems which firms encounter in doing business in industrial sectors and in existing markets, and to take a look at the way in which firms compete with one another. This orientation implies an interface between the microeconomic tools used by economists and the business strategic approach. Furthermore, industrial economics provides a number of criteria and tools for public interventions in the regulation of monopolies, the guaranteeing of competition, and policies for protecting intellectual property and supporting technological innovation.

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

* know the concepts, tools and models for understanding the behaviour of companies and the functioning of markets;
* know the main quantitative indices and methods for analysing the effects of different business strategies and the efficiency of markets;
* assess the implications of business strategies and the effects on welfare, and state intervention;
* use conceptual categories and a language suited to communicating in the world of business and industrial policy;
* learn and interpret the continuous evolution of markets and their growing complexity.

***COURSE CONTENT***

Industrial economics concentrates on the concept of industry and considers the cooperative and independent behaviours of firms, underscoring the role of factors such as incomplete information, transaction costs, price and non-price competition, entry barriers which may reduce both actual and potential competition, and policy covering competition and regulation of the markets.

Thus, the principal topics covered by of the Course are the following:

– keynotes on Italian industrial development;

– the market structure and the fundamental characteristics of various market types; in particular, the theories underlying the phenomenon of industrial concentration and collusion;

– the business strategy regarding price determination, production level, degree of differentiation, and research and development expenditure;

– horizontal mergers, the factors that push companies to integrate vertically, and the incentives for production decentralisation;

– public policies and their effects in social welfare terms.

***READING LIST***

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

The exact indication of the required chapters and any additional reading materials will be made available on *http://blackboard.unicatt.it*.

***TEACHING METHOD***

The blended course includes frontal lectures (2/3) and off-site activities (1/3). Off-site activities involve the use of video-lectures (asynchronous), self-assessments and online tutorials.

The syllabus containing the course's analytical programme will be communicated on *Blackboard*.

***ASSESSMENT METHOD AND CRITERIA***

Written exam, the test will consist of three questions (open-ended questions and possible exercises) which are to be answered in 90 minutes. The exam is primarily aimed at evaluating the economic reasoning skills, some basic analytical rigour and the ability of critical content analysis.

***NOTES AN PREREQUISITES***

A good knowledge of the tools and concepts learnt in the Political Economics (Microeconomics) course is required. Students are encouraged to visit the lecturers' personal webpage to get additional, more up-to-date information, as well as any support material available.

In the event that the health situation relating to the Covid-19 pandemic does not allow face-to-face teaching, distance learning will be guaranteed in ways that will be communicated to students in due course.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.