

Academic Year: (2019 / 2020)

Review date: 11-10-2019

Department assigned to the subject: Department of Business Administration

Coordinating teacher: MELERO MARTIN, EDUARDO

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 1

DESCRIPTION OF CONTENTS: PROGRAMME

1. Basic game theory for competitive analysis.
2. Competitors and competition.
 - a. Competitor and market identification.
 - b. Market structure.
3. Market structure and competition.
 - a. Perfect competition.
 - b. Monopoly.
 - c. Monopolistic competition.
 - d. Oligopoly.
 - e. Dynamic competition.
4. Strategic commitment and market structure.
5. Entry and exit strategies and market structure.

ASSESSMENT SYSTEM

- 50%: final exam
- 20%: group case studies
- 20%: mid-term review test
- 10%: participation grade

| | |
|---|----|
| % end-of-term-examination: | 65 |
| % of continuous assessment (assignments, laboratory, practicals...): | 35 |

BASIC BIBLIOGRAPHY

- David Besanko, David Dranove, Mark Shanley & Scott Schaefer Economics of Strategy, 6th Edition, Wiley, 2013

ADDITIONAL BIBLIOGRAPHY

- David Besanko and Ronald Braeutigam Microeconomics, John Wiley & Sons Ltd, 2011 (4th edition, International Student)
- Robert Pindyck and Daniel Rubinfeld Microeconomics, Pearson International , 2008 (7th Edition)