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| <b>SUBJECT: INDUSTRIAL ORGANIZATION I</b>                          |              |                   |
| <b>MASTER DEGREE: : MÁSTER IN INDUSTRIAL ECONOMICS AND MARKETS</b> | <b>ECTS:</b> | <b>QUARTER: 1</b> |

| TIMETABLE FOR THE SUBJECT |         |                                                                                      |                   |   |                                                                                          |                                                                                                      |                    |                          |
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| WEEK                      | SESSION | DESCRIPTION OF EACH SESSION<br>(                                                     | GROUP<br>(X mark) |   | Indicate if a<br>different lecture<br>room is needed<br>(computer,<br>audiovisual, etc.) | HOMEWORK PER WEEK                                                                                    |                    |                          |
|                           |         |                                                                                      | 1                 | 2 |                                                                                          | DESCRIPTION                                                                                          | ATTENDING<br>HOURS | HOMEWORK<br>Max. 7H/WEEK |
| 1                         | 1       | INTRODUCTION AND CONCENTRATION MEASURES                                              | X                 |   |                                                                                          | Students should download the class slides from aula global                                           | 1,5                | 0                        |
| 1                         | 2       | CONCENTRATION MEASURES (CONT.)                                                       | X                 |   |                                                                                          | Readings for each topic are indicated in the syllabus presented in the slides of Introduction class. | 1,5                | 3                        |
| 2                         | 3       | MONOPOLY – UNIFORM PRICING                                                           | X                 |   |                                                                                          | Readings and exercises                                                                               | 1,5                | 3                        |
| 2                         | 4       | MONOPOLY – UNIFORM PRICING<br>PRICE DISCRIMINATION (INTRODUCTION)                    | X                 |   |                                                                                          | Readings and exercises                                                                               | 1,5                | 3                        |
| 3                         | 5       | MONOPOLY –<br>FIRST DEGREE PRICE DISCRIMINATION<br>THIRD DEGREE PRICE DISCRIMINATION | X                 |   |                                                                                          | Readings and exercises                                                                               | 1,5                | 3                        |



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| 3 | 6  | MONOPOLY –<br>SECOND DEGREE PRICE DISCRIMINATION                           | X |   |  | Readings and<br>exercises | 1,5 | 7 |
| 4 | 7  | PRACTICAL CLASS - EXERCISES                                                |   | X |  | Readings and<br>exercises | 1,5 | 7 |
| 4 | 8  | MONOPOLY – OTHER STRATEGIES OF PRICE<br>DISCRIMINATION: TYING AND BUNDLING | X |   |  | Readings and<br>exercises | 1,5 | 3 |
| 5 | 9  | PRACTICAL CLASS - EXERCISES                                                |   | X |  | Readings and<br>exercises | 1,5 | 7 |
| 5 | 10 | OLIGOPOLY –COURNOT MODEL                                                   | X |   |  | Readings and<br>exercises | 1,5 | 3 |
| 6 | 11 | OLIGOPOLY –COURNOT MODEL, STACKELBERG<br>MODEL                             | X |   |  | Readings and<br>exercises | 1,5 | 3 |
| 6 | 12 | OLIGOPOLY – STACKELBERG MODEL, BERTRAND<br>MODEL                           | X |   |  | Readings and<br>exercises | 1,5 | 3 |
| 7 | 13 | OLIGOPOLY – BERTRAND MODEL                                                 | X |   |  | Readings and<br>exercises | 1,5 | 3 |
| 7 | 14 | PRACTICAL CLASS - EXERCISES                                                |   | X |  | Readings and<br>exercises | 1,5 | 7 |



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| 8  | 15 | MIDTERM EXAM                                                    | X |   | X | Readings and exercises | 1,5 | 7 |
| 8  | 16 | NO CLASS – EXAM WEEK                                            |   |   |   |                        |     |   |
| 9  | 16 | OLIGOPOLY – PRICE COMPETITION WITH CAPACITY CONSTRAINTS         | X |   |   | Readings and exercises | 1,5 | 3 |
| 9  | 17 | OLIGOPOLY – SPENCE DIXIT MODEL                                  | X |   |   | Readings and exercises | 1,5 | 3 |
| 10 | 18 | OLIGOPOLY – TACIT COMPETITION: REPEATED GAMES                   | X |   |   | Readings and exercises | 1,5 | 3 |
| 10 | 19 | OLIGOPOLY – TACIT COMPETITION: REPEATED GAMES. EXERCISES        | X |   |   | Readings and exercises | 1,5 | 3 |
| 11 | 20 | PRACTICAL CLASS - EXERCISES                                     |   | X |   | Readings and exercises | 1,5 | 7 |
| 11 | 21 | PRODUCT DIFFERENTIATION - INTRODUCTION AND THE HOTELLING MODEL. | X |   |   | Readings and exercises | 1,5 | 5 |
| 12 | 22 | PRODUCT DIFFERENTIATION - THE HOTELLING MODEL. (CONT.)          | X |   |   | Readings and exercises | 1,5 | 5 |



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| 12          | 23 | PRODUCT DIFFERENTIATION - THE HOTELLING MODEL. (CONT.) AN APPLICATION TO THE PHARMACY MARKET | X |   |  | Readings and exercises | 1,5 | 5 |
| 13          | 24 | PRACTICAL CLASS - EXERCISES                                                                  |   | X |  | Readings and exercises | 1,5 | 3 |
| 13          | 25 | INTRODUCTION TO EMPIRICAL WORK                                                               | X |   |  | Readings and exercises | 1,5 | 3 |
| 14          | 26 | PLATFORMS OR TWO-SIDED MARKETS                                                               | X |   |  | Readings and exercises | 1,5 | 3 |
| 14          | 27 | PLATFORMS OR TWO-SIDED MARKETS (CONT.)                                                       | X |   |  | Readings and exercises | 1,5 | 3 |
| 15          | 28 | THE EFFECT OF MARKET STRUCTURES OVER PRICES                                                  | X |   |  | Readings and exercises | 1,5 | 3 |
| 15          | 29 | THE EFFECT OF MARKET STRUCTURES OVER PRICES (CONT.)                                          | X |   |  | Readings and exercises | 1,5 | 3 |
| TOTAL HOURS |    |                                                                                              |   |   |  |                        |     |   |



**1DENOMINACIÓN ASIGNATURA: ORGANIZACIÓN INDUSTRIAL 1**

**POSTGRADO: MÁSTER UNIVERSITARIO EN INDUSTRIAL ECONOMICS AND MARKETS**

**ECTS:**

**CUATRIMESTRE: 1**

**Profesor/a: MATILDE P. MACHADO**

**CRONOGRAMA DE LA ASIGNATURA (versión detallada)**

| SEMANA | SESIÓN | DESCRIPCIÓN DEL CONTENIDO DE LA SESIÓN<br>(En su caso, incluir las recuperaciones, tutorías, entrega de trabajos, etc) | GRUPO<br>(marcar X) |   | Indicar espacio<br>Necesario distinto<br>aula (aula<br>informática,<br>audiovisual, etc..) | TRABAJO DEL ALUMNO DURANTE LA SEMANA                                                              |                       |                                       |
|--------|--------|------------------------------------------------------------------------------------------------------------------------|---------------------|---|--------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|-----------------------|---------------------------------------|
|        |        |                                                                                                                        | 1                   | 2 |                                                                                            | DESCRIPCIÓN                                                                                       | HORAS<br>PRESENCIALES | HORAS TRABAJO<br>Semana Máximo<br>7 H |
| 1      | 1      | INTRODUCCIÓN Y MEDIDAS DE CONCENTRACIÓN                                                                                | X                   |   |                                                                                            | Antes de cada clase, el estudiante deberá bajar de aula global las transparencias de clase.       | 1,5                   | 0                                     |
| 1      | 2      | MEDIDAS DE CONCENTRACIÓN (CONT.)                                                                                       | X                   |   |                                                                                            | Para cada tema, las lecturas indicadas están descritas en las transparencias de la primera clase. | 1,5                   | 3                                     |
| 2      | 3      | MONOPOLIO – PRECIO UNIFORME                                                                                            | X                   |   |                                                                                            | Lectura y resolución de ejercicios.                                                               | 1,5                   | 3                                     |
| 2      | 4      | MONOPOLIO – PRECIO UNIFORME<br>DISCRIMINACIÓN DE PRECIOS                                                               | X                   |   |                                                                                            | Lectura y resolución de ejercicios.                                                               | 1,5                   | 3                                     |



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| 3 | 5  | MONOPOLIO –DISCRIMINACIÓN DE PRECIOS<br>PRIMER GRADO<br>TERCER GRADO             | X |   |  | Lectura y<br>resolución de<br>ejercicios. | 1,5 | 3 |
| 3 | 6  | MONOPOLIO –DISCRIMINACIÓN DE PRECIOS<br>SEGUNDO GRADO                            | X |   |  | Lectura y<br>resolución de<br>ejercicios. | 1,5 | 7 |
| 4 | 7  | CLASE PRACTICA - EJERCICIOS                                                      |   | X |  | Lectura y<br>resolución de<br>ejercicios. | 1,5 | 7 |
| 4 | 8  | MONOPOLIO – OTRAS ESTRATEGIAS DE<br>DISCRIMINACIÓN DE PRECIOS TYING AND BUNDLING | X |   |  | Lectura y<br>resolución de<br>ejercicios. | 1,5 | 3 |
| 5 | 9  | CLASE PRACTICA - EJERCICIOS                                                      |   | X |  | Lectura y<br>resolución de<br>ejercicios. | 1,5 | 7 |
| 5 | 10 | OLIGOPOLIO – MODELO DE COURNOT                                                   | X |   |  | Lectura y<br>resolución de<br>ejercicios. | 1,5 | 3 |
| 6 | 11 | OLIGOPOLIO – MODELO DE COURNOT Y MODELO DE<br>STACKELBERG                        | X |   |  | Lectura y<br>resolución de<br>ejercicios. | 1,5 | 3 |
| 6 | 12 | OLIGOPOLIO – MODELO DE STACKELBERG Y MODELO<br>DE BERTRAND                       | X |   |  | Lectura y<br>resolución de<br>ejercicios. | 1,5 | 3 |
| 7 | 13 | OLIGOPOLIO – MODELO DE BERTRAND                                                  | X |   |  | Lectura y<br>resolución de<br>ejercicios. | 1,5 | 3 |



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| 7  | 14 | CLASE PRACTICA - EJERCICIOS                                            |   | X |  | Lectura y resolución de ejercicios.  | 1,5 | 7 |
| 8  | 15 | EXAMEN PARCIAL                                                         | X |   |  | Lecturas y resolución de ejercicios. | 1,5 | 7 |
| 8  | 16 | NO HAY CLASE – SEMANA DE EXAMENES                                      |   |   |  |                                      |     |   |
| 9  | 16 | OLIGOPOLIO – COMPETENCIA EN PRECIOS CON RESTRICCIONES DE CAPACIDAD     | X |   |  | Lectura y resolución de ejercicios.  | 1,5 | 3 |
| 9  | 17 | OLIGOPOLIO – MODELO SPENCE DIXIT                                       | X |   |  | Lectura y resolución de ejercicios.  | 1,5 | 3 |
| 10 | 18 | OLIGOPOLIO – COMPETENCIA TACITA: JUEGOS REPETIDOS                      | X |   |  | Lectura y resolución de ejercicios.  | 1,5 | 3 |
| 10 | 19 | OLIGOPOLIO – COMPETENCIA TACITA: JUEGOS REPETIDOS (CONT.) Y EJERCICIOS | X |   |  | Lectura y resolución de ejercicios.  | 1,5 | 3 |
| 11 | 20 | CLASE PRACTICA                                                         |   | X |  | Lectura y resolución de ejercicios.  | 1,5 | 7 |
| 11 | 21 | DIFERENCIACION DE PRODUCTO- INTRODUCCIÓN Y EL MODELO DE HOTELLING.     | X |   |  | Lectura y resolución de ejercicios.  | 1,5 | 5 |



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| 12          | 22 | DIFERENCIACION DE PRODUCTO- EL MODELO DE HOTELLING (CONT.)                                                 | X |   |  | Lectura y resolución de ejercicios. | 1,5 | 5 |
| 12          | 23 | DIFERENCIACION DE PRODUCTO- EL MODELO DE HOTELLING (CONT.) UNA APLICACIÓN A LA COMPETENCIA ENTRE FARMACIAS | X |   |  | Lectura y resolución de ejercicios. | 1,5 | 5 |
| 13          | 24 | CLASE PRACTICA                                                                                             |   | X |  | Lectura y resolución de ejercicios. | 1,5 | 3 |
| 13          | 25 | INTRODUCCIÓN AL TRABAJO EMPÍRICO                                                                           | X |   |  | Lectura y resolución de ejercicios. | 1,5 | 3 |
| 14          | 26 | PLATAFORMAS                                                                                                | X |   |  | Lectura y resolución de ejercicios. | 1,5 | 3 |
| 14          | 27 | PLATAFORMAS                                                                                                | X |   |  | Lectura y resolución de ejercicios. | 1,5 | 3 |
| 15          | 28 | LOS EFECTOS DE LAS ESTRUCTURAS DE MERCADO SOBRE LOS PRECIOS                                                | X |   |  | Lectura y resolución de ejercicios. | 1,5 | 3 |
| 15          | 29 | LOS EFECTOS DE LAS ESTRUCTURAS DE MERCADO SOBRE LOS PRECIOS (cont.)                                        | X |   |  | Lectura y resolución de ejercicios. | 1,5 | 3 |
| TOTAL HORAS |    |                                                                                                            |   |   |  |                                     |     |   |