

## SUBJECT TEACHING GUIDE

G953 - Industrial Economics

Degree in Economics

Academic year 2019-2020

1. IDENTIFYING DATA					
Degree	Degree in Economics			Type and Year	Optional. Year 3
Faculty	Faculty of Economics and Business Studies				
Discipline	Subject Area: Microeconomic Analysis Module: Intensification in Economic Analysis				
Course unit title and code	G953 - Industrial Economics				
Number of ECTS credits allocated	6	Term	Semester based (1)		
Web					
Language of instruction	Spanish	English Friendly	No	Mode of delivery	Face-to-face

Department	DPTO. ECONOMIA				
Name of lecturer	XOSE LUIS FERNANDEZ LOPEZ				
E-mail	xoseluis.fernandez@unican.es				
Office	Edificio de las Facultades de Derecho y Ciencias Económicas y Empresariales. Planta: + 1. SEMINARIO (E123)				
Other lecturers	PEDRO PABLO COTO MILLAN INGRID MATEO MANTECON				

### 3.1 LEARNING OUTCOMES

- Understand with more depth the fundamental microeconomic concepts previously studied in Microeconomics I, II and III.
- Understand the different market structures and the implications for economic policy
- Manage and use with ease the microeconomic models.
- Adopt a critical attitude towards economic topics

#### 4. OBJECTIVES

Solve agent decision problems using microeconomic models systematically in competitive markets and also in situations of market power

Understand the role of uncertainty in decision-making processes of the agents

Characterize assignments market: efficiency and equity

Understand why sometimes under free market situations the resources are not efficiently assigned

#### 6. COURSE ORGANIZATION

##### CONTENTS

1	1.1. Industrial Economics: Object, method and schools of Industrial Economics 1.2. The Company: Nature, organizational structure and decision-making 1.3. Theoretical Foundations
2	Market structure, business strategies and social welfare (I)
3	Market structure, business strategies and social welfare (II)
4	Regulation and defense of competition

#### 7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Classroom exercises and practices The students should make a collaborative final essay. Intragroup qualification may be different for the different components of the work group, depending on the work performed by each student.	Others	No	Yes	10,00
Exam of all the contents of the course	Written exam	Yes	Yes	50,00
The students should make a collaborative final essay. Intragroup qualification may be different for the different components of the work group, depending on the work performed by each student.	Work	No	Yes	40,00
<b>TOTAL</b>				<b>100,00</b>

##### Observations

It is essential to pass the exam of the corresponding ordinary call (February).  
Intragroup qualification may be different for the different components of the work group, depending on the work performed by each student.  
All the assessment tasks will be recovered in the September call exam. The exam will be based on all the contents of the course (100%).

##### Observations for part-time students

The part time students must make the essay and the course exercises, and also take the final exam of the subject.

#### 8. BIBLIOGRAPHY AND TEACHING MATERIALS

##### BASIC

Shy, O. (1995): Industrial Organization and Applications. Cambridge. MIT Press.

