COURSE OUTLINE

1. GENERAL

SCHOOL	APPLIED ECONOMIC AND SOCIAL SCIENCES		
ACADEMIC UNIT	AGRIBUSINESS AND SUPPLY CHAIN MANAGEMENT		
LEVEL OF STUDIES	*Undergraduate*		
COURSE CODE	**5903**	**SEMESTER**	6th
COURSE TITLE	INDUSTRIAL ORGANIZATION		

INDEPENDENT TEACHING ACTIVITIES	**WEEKLY TEACHING HOURS**	**CREDITS**
Lectures	4	5

COURSE TYPE	Specialized – Skills Development
PREREQUISITECOURSES	NO
LANGUAGE OF INSTRUCTION and EXAMINATIONS	Greek
IS THE COURSE OFFERED for ERASMUS STUDENTS?	YES (in English)
COURSE WEBSITE (URL)	https://oeclass.aua.gr/eclass/

2. LEARNING OUTCOMES

Learning Outcomes

During the last few decades the field of Industrial Organization has been studied by most economists, and especially by those focusing in finance, marketing and strategy. This is mainly due to two reasons: (1) industrial organization is the first field in economics in which game theory has been applied to a large extent, and (2) industrial organization has analysed the operation of highly competitive markets. In particular, industrial organization places great emphasis on the study of business strategies and their interaction in the market (price competition, product differentiation, advertising, etc.) and also deals with the study of oligopoly (i.e. competition between competitors).

Upon successful completion of the course the student will be able to:

- have a deeper understanding of firm's behaviour in a non-competitive environment
- understand how markets and industries operate
- understand how cartels operate and how to deal with them through competition policy
- explain the differences between competitive and non-competitive markets

analyse the various firms' pricing techniques and the differentiation strategy of their products

General Competences

Adapting to new situations

Decision-making

Working independently

Teamwork

Working in an international environment

Working in an interdisciplinary environment

Production of new research ideas Teamwork

Project planning and management

Respect for difference and multiculturalism

Respect for the natural environment

Showing social, professional, and ethical responsibility and sensitivity to gender issues

Criticism and self-criticism

Production of free, creative and inductive thinking

3. SYLLABUS

1. Introduction to basic concepts
2. Games and Strategy
3. Competition
4. Monopolies, Monopsonies and Dominant Firms
5. Concentration and Market Power, Oligopoly
6. Entry, Exit and Sector Dynamics
7. Business Practices - Pricing
8. Business Practices- Product Differentiation
9. Business Practices - Advertising
10. Business Practices - R&D and Innovation
11. Business Performance and Growth
12. Vertical Markets
13. Competition Policy - Cartels and unfair agreements

A combination of teaching and learning methods will be used, aiming at the active participation of the students and the practical application of the thematic units under examination; there will also be lectures using audiovisual media, discussions, and analyses of case studies on real business issues, experiential (group) activities, as well as projections of relevant videos. The students will also undertake an individual or group project. Furthermore, articles, audiovisual lecture materials, web links/addresses, useful information, case studies and exercises for further practice are posted in digital form on the AUA Open e-Class platform.

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY	Face -to-face, Distance learning
USE OF INFORMATION and COMMUNICATIONS TECHNOLOGY	• Support of the learning process through the University's AUA Open eClass platform (integrated e-Course Management System) • Support of lectures using presentation software • Use of audiovisual material

	• Use of web applications **Communication with students**: face to face at office hours, email, eclass platform
TEACHING METHODS	

Activity	*Workload*
Lectures (direct)	65
Writing paper/ papers	28
Independent Study	30
Advisory support	0,5
Exams	***2***
Course Total (Approximately 25 hours of workload per credit unit 125.5)	***125,5 h***

STUDENT PERFORMANCE EVALUATION	The evaluation process is in the language that the course is taught (Greek or English) and consists of: i. Compulsory written final examination at the end of the semester (weighting factor **70**% at least) which may includes: • Multiple choice questionnaires • Open-ended questions • Problem solving • Oral examination **Evaluation criteria:** correctness, completeness, clarity ii. Optional written exam or essay during the semester (weighting factor 30%) which may includes: • Multiple choice questionnaires • Open-ended questions • Problem solving • Essay/report • Oral examination **Evaluation criteria:** correctness, completeness, clarity **Special learning difficulties:** Students with **special learning difficulties** in writing and reading (as they are certified and characterized by a competent body) are examined based on the procedure provided by the Department. **Specifically-Defined Criteria:** The evaluation criteria are made known during the first lesson and are clearly stated on the course website and the AUA Open e-class platform. The

	answers to the exam questions are posted on the AUA Open e-Class platform after the exam. The students are allowed to see their exam paper after its grading (during the announced office hours) and receive explanations about the grade they received.

5. ATTACHED BIBLIOGRAPHY

Suggested Bibliography in Greek Language:

- Παπαδόγγονας, Θ. (2021). *Εισαγωγή στη Βιομηχανική Οικονομική.* Αθήνα: Τσότρας.
- Carlton, D., & Perloff, J. (2017). Σύγχρονη Βιομηχανική Οργάνωση. BROKEN HILL PUBLISHERS LTD.
- Lipczynski, J. (2011). Βιομηχανική Οργάνωση. Εκδόσεις Πασχαλίδης.
- Belleflamme, P. & Page M. (2016). *Βιομηχανική Οργάνωση.* Θεσσαλονίκη: Σοφία.
- Cabral, L. (2018). *Βιομηχανική Οργάνωση.* Αθήνα: Κριτική.

Suggested Bibliography in English Language:

- Cabral, L. (2017). Introduction to industrial organization (2nd ed.). MIT Press.
- Belleflamme, P., & Peitz, M. (2015). Industrial organization: Markets and strategies (2nd ed.). Cambridge University Press.
- Pepall, L., Richards, D., & Norman, G. (2014). Industrial organization: Contemporary theory and practice (5th ed.). Wiley.

Related academic Journals:

- International Journal of Industrial Organization
- Review of Industrial Organization
- The Journal of Industrial Economics

Instructor's Notes