**SYLLABUS**

1. **GENERAL**

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| **SCHOOL** | Applied Economic and Social Sciences | | | | |
| **SECTION** | Regional and Economic Development | | | | |
| **LEVEL OF STUDIES** | Undergraduate | | | | |
| **COURSE CODE** | 6737 | **SEMESTER OF STUDY** | | 7 ο | |
| **COURSE TITLE** | Industrial Organisation | | | | |
| **TEACHER** | AGGELIKI MENEGAKI | | | | |
| **INDEPENDENT TEACHING ACTIVITIES** *where credit is awarded for discrete parts of the course e.g. lectures, laboratory exercises, etc. If credit is*  *awarded for the whole course, indicate the weekly teaching hours and the total number of credits* | | | **WEEKLY TEACHING  HOURS** | | **TEACHING/CREDIT UNITS** |
| Lectures | | | 4 | | 5 |
|  | | |  | |  |
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| *Add rows if necessary. The teaching organisation and the teaching methods used are described in detail in 4.* | | |  | |  |
| **TYPE OF COURSE**  *Background , General Knowledge, Scientific Area, Skills Development* | Scientific Area Course | | | | |
| **PREREQUISITE COURSES:** |  | | | | |
| **LANGUAGE OF TEACHING AND EXAMINATION:** | Greek | | | | |
| **THE COURSE IS OFFERED TO ERASMUS STUDENTS** |  | | | | |
| **ELECTRONIC COURSE PAGE (URL)** | The course will be presented together with notes and other supporting material in the https://oeclass.aua.gr/eclass/ | | | | |

1. **LEARNING OUTCOMES**

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| **Learning Outcomes** | |
| *The learning outcomes of the course are described as the specific knowledge, skills and competences of an appropriate level that students will acquire after successful completion of the course.*  *Consult Annex A*   * *Description of the Level of Learning Outcomes for each cycle of study according to the Qualifications Framework of the European Higher Education Area* * *Descriptive Indicators for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning*   *and Annex B*   * *Learning Outcomes Writing Comprehensive Guide* | |
| Knowledge:   * To know the ways (models) in which firms and industries compete. * To know ways and strategies of advertising, price differentiation and industrial organisation. * To know the ways in which the state can intervene to regulate market power   Competencies:   * To be able to solve simple problems of industrial organisation. * To solve simple games of simultaneous and sequential decisions. * To be able to calculate the profits of oligopolists, the consumer surplus and the social surplus from oligopolists' pricing strategies. * To propose the appropriate regulatory solution that the state can take in any case of an increase in monopoly power.   Skills:   * To be able to identify the basic models of industrial organisation in contemporary realistic market problems. | |
| **General skills** | |
| *Taking into account the general competences that the graduate should have acquired (as listed in the Diploma Supplement and listed below), which one(s) does the course aim at?* | |
| ***Search, analysis and synthesis of data and information, using the necessary technologies***  *Adapting to new situations*  ***Decision-making***  *Autonomous work*  *Teamwork*  *Working in an international environment*  *Working in an interdisciplinary environment*  ***Generating new research ideas*** | *Project planning and management*  *Respect for diversity and multiculturalism*  ***Respect for the natural environment***  *Demonstrate social, professional and ethical responsibility and sensitivity to gender issues*  *Exercise of criticism and self-criticism*  ***Promoting free, creative and inductive thinking*** |
| Search, analysis and synthesis of data and information,  Using the necessary technologies  Decision-making  Generating new research ideas | |

1. **COURSE CONTENT**

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| Overview of consumer and business preferences, market equilibrium and efficiency, market failure, price discrimination, games, oligopoly, price wars and strategies, horizontal mergers and market structure, vertical integration, product differentiation, innovation, advertising, network markets, market intermediation, competition policy, networks. |

1. **TEACHING and LEARNING METHODS - EVALUATION**

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| **METHOD OF DELIVERY** *Face-to-face, Distance learning, etc.* | Lectures and meetings with students |
| **USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES** *Use of ICT in Teaching, Laboratory Training, Communication with students* | Computer and interactive whiteboard will be used in the teaching.  Communication with students will be done on a personal level, also using e-mail and telecommunication (e.g. Skype) |
| **ORGANISATION OF TEACHING**  *The way and methods of teaching are described in detail.*  *Lectures, Seminars, Laboratory Exercise, Field Exercise, Study & Analysis of Literature, Tutoring, Practical (Placement), Clinical Exercise, Artistic Workshop, Interactive teaching, Educational visits, Study visits, Project work, Writing work / assignments, Artistic creation, etc.*  *The student's study hours for each learning activity as well as the hours of unguided study are indicated so that the total workload at semester level corresponds to the ECTS standards.* | |  |  | | --- | --- | | ***Activity*** | ***Semester workload*** | | Lectures | 52 hours | | Study of course material (material taught) | 73 hours | |  |  | |  |  | |  |  | |  |  | |  |  | |  |  | |  |  | | Course Total | 125 hours | |
| **STUDENT ASSESSMENT**  *Description of the evaluation process*  *Language of Evaluation, Evaluation Methods, Formative or Inferential, Multiple Choice Test, Multiple Choice Test, Short Answer Questions, Test Development Questions, Problem Solving, Written Work, Report, Oral Examination, Oral Examination, Public Presentation, Laboratory Work, Clinical Examination of a Patient, Artistic Interpretation, Other*  *Explicitly identified assessment criteria are stated and if and where they are accessible to students.* | Written exam at the end of the course and Semester Assignment during the semester.  Examination:    Optional A progress (50% of the material): 50%  Optional B progress (50% of the material): 50%  Compulsory Final Examination (all material): 100%  Optional Assignment: 20% |

1. **RECOMMENDED-BIBLIOGRAPHY**

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| **Basic textbooks:**   1. Cabral, Luis, Industrial Organization, Kritiki Publications 2. Belleglamme, P., Peitz, M., Industrial Organization, Markets and Strategies, Sophia Publications 3. Papadogonas, Th. INTRODUCTION TO INDUSTRIAL ECONOMICS, Tsiotras Publications 4. Frangouli, Z. Industrial Organization & Policy, Benou Publications 5. Pepall, L., Richards, D., Norman, G. Industrial Organization, Wiley and Sons   Journals  International Journal of Industrial Organization  Review of Industrial Organization |