



APPLIES TO ACADEMIC YEAR 2007/2008

## GRA 1305 Industrial Economics

### Program

Master of Science in Business and Economics, Master of Science in Business and Economics (Economics), Specialization Course

### Responsible for the course

Christian Riis

### Department

Economics

### Term

According to study plan

### ECTS Credits

6

### Language of instruction

English

### Objective

The aim of this course is to provide a comprehensive understanding of the economic principles underlying pricing decisions and competitive strategies in the market place. The main focus is on strategic interaction among firms, which is analyzed with a game theoretic approach. In addition, new results based on economics and psychology is presented. Parts of the teaching are case-based.

### Prerequisites

GRA 6031 Microeconomics (may be taken in the same term)

### Compulsory literature

#### Books:

Tirole, Jean. 1988. The theory of industrial organization. Cambridge, Mass.: MIT Press

### Recommended literature

#### Course outline

- Competition and efficiency
- Monopoly pricing
- Product differentiation
- Oligopoly
- Mergers and acquisition
- Competition policy and antitrust
- Pricing and competition when customers are not fully rational

### Computer-based tools

Blackboard/homepage

### Course structure

36 hours of lectures and cases.

Specific Information regarding student evaluation will be provided in class. Please note that while attendance is not compulsory in all courses, it is the students responsibility to obtain any information provided in class that is not included on the course homepage/Blackboard or text book.

### Evaluation

Compulsory assignment during the course (pass/fail). Three hours written exam.

**Evaluation code(s)**

GRA13051 accounts for 100 % of the final grade in the course GRA 1305.

**Aids at the examination**

Berck, Peter og Knut Sydsæter. 1993. Economists' Mathematical Manual. 2nd ed. Berlin: Springer Verlag.

A non-programmable calculator is permitted. A bilingual dictionary.

Support materials at written examinations are explained under exam information in our web-based student handbook. Please note use of calculator. <http://www.bi.no/studenthandbook>

**Makeup exam**

Re-takes are only possible at the next time a course will be held. When course evaluation consists of class participation or process elements, the whole course must be re-evaluated when a student wants to retake an exam. Retake examinations entail an extra examination fee.

**Honor Code**

Academic honesty and trust are important to all of us as individuals, and represent values that are encouraged and promoted by the honor code system. This is a most significant university tradition. Students are responsible for familiarizing themselves with the ideals of the honor code system, to which the faculty are also deeply committed.

Any violation of the honor code will be dealt with in accordance with BI's procedures for cheating. These issues are a serious matter to everyone associated with the programs at BI and are at the heart of the honor code and academy integrity. If you have any questions about your responsibilities under the honor code, please ask.