



## COURSE SYLLABUS

### Tillämpad konkurrens- och marknadsanalys Applied Competition- and Market Analysis 7.5 credits (7,5 högskolepoäng)

**Course code:** IY2608

**Main field of study:** Industrial Economics and Management

**Disciplinary domain:** Technology

**Education level:** Second cycle

**Specialization:** AIN - Second cycle, has only first cycle course/s as entry requirements

**Subject area:** Industrial Engineering and Management

**Language of instruction:** The course is taught primarily in English, but teaching in Swedish may occur.

**Applies from:** 2020-10-01

**Approved:** 2020-09-23

#### 1. Decision

This course is established by Dean 2017-11-29. The course syllabus is approved by Head of Department of Industrial Economics 2020-09-23 and applies from 2020-10-01.

#### 2. Entry requirements

For admission to the course requires completed courses Managerial economics and strategy, 6 credits and Mathematical statistics, 6 credits, in addition, taken courses of 12 credits in Industrial Economics and Management.

#### 3. Objective and content

##### 3.1 Objective

In this course, students will work with empirical models to investigate the value of data based on different questions. Students will conduct various empirical analyzes based on previously reviewed theory to answer typical strategic questions a company faces. The course includes competition- and market analyzes.

##### 3.2 Content

The course starts with a brief review of microeconomic concepts that are relevant in an empirical industrial organization context. After providing this brief overview, the course will be divided in to two sections. In the first section, the course will introduce basic econometric techniques relevant for the empirical of competition and market analysis. In the second section, students will learn how to use these econometric tools to analyse the behaviour of firms towards other firms as well as towards consumers. Using game theoretic tools, students will analyse strategic interactions between firms. The section covers topics such as price and non-price competition; estimating demand and cost functions; mergers; among others. The section also deals with the empirical study of industrial dynamics, including the growth and entry and exit decisions of firms.

#### 4. Learning outcomes

The following learning outcomes are examined in the course:

##### 4.1 Knowledge and understanding

On completion of the course, the student will be able to:

- knowledge of market and competition analysis using theories from industrial organization
- understand and distinguish between different models of strategic interaction
- understand market structure and interfirm competition
- knowledge and understanding of statistical techniques
- discuss the role of industrial dynamics.

##### 4.2 Competence and skills

On completion of the course, the student will be able to:

- apply economic theory to form hypotheses about inter-firm relationships
- apply statistical and economic methods to test theories of industrial organization
- analyse price setting behaviour of firms using econometric tools
- apply economic models to analyse market structure

- explain the relationship between market structure and industry dynamics and inter-firm behaviour
- communicate their analyses in a clear and coherent manner.

#### 4.3 Judgement and approach

On completion of the course, the student will be able to:

- students should possess the ability to independently assess information and develop the ability to pursue further studies in the field.

#### 5. Learning activities

This course is campus-based. Teaching will take the form of lectures and tutorials.

#### 6. Assessment and grading

Modes of examinations of the course

Code	Module	Credits	Grade
1810	Written assignment 1	1 credits	GU
1820	Written assignment 2	1 credits	GU
1830	Written examination	5.5 credits	AF

The course will be graded A Excellent, B Very good, C Good, D Satisfactory, E Sufficient, FX Fail, supplementation required, F Fail.

The course-PM for each course revision should include the assessment criteria and make explicit in which modes of examination that the learning outcomes are assessed.

An examiner can, after consulting the Disability Advisor at BTH, decide on a customized examination form for a student with a long-term disability to be provided with an examination equivalent to one given to a student who is not disabled.

#### 7. Course evaluation

The course evaluation should be carried out in line with BTH:s course evaluation template and process.

#### 8. Restrictions regarding degree

The course can form part of a degree but not together with another course the content of which completely or partly corresponds with the contents of this course.

#### 9. Course literature and other materials of instruction

Westhoff, Frank. An Introduction to Econometrics : A Self-Contained Approach, MIT Press, 2013. ProQuest Ebook Central,

Stephen Martin, Industrial Organization: A European Perspective Illustrated Edition, Oxford University Press, 272 pages. Latest edition