

## COURSE DETAIL

### INDUSTRIAL ORGANIZATION AND FIRM STRATEGY

**Country**

Taiwan

**Host Institution**

National Taiwan University

**Program(s)**

National Taiwan University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Economics

**UCEAP Course Number**

118

**UCEAP Course Suffix****UCEAP Official Title**

INDUSTRIAL ORGANIZATION AND FIRM STRATEGY

**UCEAP Transcript Title**

INDUSTRY ORGANIZATN

**UCEAP Quarter Units**

4.50

**UCEAP Semester Units**

3.00

## Course Description

This course takes a formal approach to analyzing the way firms make production and sales decisions and interact strategically with each other in the marketplace. It begins with a study of optimal pricing policies, including versioning, bundling, and related market segmentation strategies. In the second part of the course, we analyze strategies for firm dominance, especially through the deterrence of potential competition. The list of such strategies includes capacity expansion, product proliferation, and exclusive dealing contracts. In the third part of the course we apply game theory to the study of oligopoly interaction, focusing on pricing and output strategies in a dynamic setting. In the final part of the course we introduce some of the most useful cutting-edge analytical frameworks in the age of fast technological changes, including those of multi-sided platforms, standard wars and business ecosystems. This course has a strong entrepreneurial component; we study all the essential issues in the literature of Industrial Organization from the viewpoint of business decision-makers.

### Language(s) of Instruction

### Host Institution Course Number

ECON5107

### Host Institution Course Title

INDUSTRIAL ORGANIZATION AND FIRM STRATEGY

### Host Institution Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

Economics

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