

COURSE DETAIL

STRATEGIC DECISION MAKING AND MARKETS

Country

Italy

Host Institution

University of Commerce Luigi Bocconi

Program(s)

Bocconi University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Economics Business Administration

UCEAP Course Number

163

UCEAP Course Suffix**UCEAP Official Title**

STRATEGIC DECISION MAKING AND MARKETS

UCEAP Transcript Title

DECISN MAKING&MRKTS

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course examines imperfectly competitive markets as well as the behavior of firms in these markets. The course looks at the effects of various business decisions and of various forms of policy intervention on the way firms compete and on the outcome of oligopolistic markets. Prominent recent antitrust cases are also discussed. Topics discussed include game theory, the determinants of market power in static oligopolistic models, strategic positioning and advertising, consumer inertia, collusive agreements, horizontal mergers, strategic and non-strategic barriers to entry, exclusionary practices, and anti-trust intervention. Prerequisites: familiarity with basic microeconomics concepts, in particular with the notion of Nash Equilibrium and Subgame Perfect Nash Equilibrium, with basic oligopolistic models (such as Bertrand and Cournot models of static competition) and with the fundamentals of unconstrained and constrained optimization problems.

Language(s) of Instruction

English

Host Institution Course Number

30458

Host Institution Course Title

STRATEGIC DECISION MAKING AND MARKETS

Host Institution Campus

University of Commerce Luigi Bocconi

Host Institution Faculty

Host Institution Degree

Host Institution Department

Economics

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