

# 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 Course Details

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## Host Institution Campus

University of Commerce Luigi Bocconi

## Host Institution Faculty

## Host Institution Degree

**Host Institution Department**

Economics

**Course Last Reviewed**

2024-2025

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