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

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STRATEGIC DECISION MAKING AND MARKETS

Host Institution Course Details
https://didattica.unibocconi.it/ts/tsn_anteprima.php?cod_ins=30458&anno=2025&Id...

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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