

COURSE DETAIL

INDUSTRIAL ORGANIZATION AND CORPORATE STRATEGY

Country

China

Host Institution

Fudan University

Program(s)

Fudan University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

146

UCEAP Course Suffix**UCEAP Official Title**

INDUSTRIAL ORGANIZATION AND CORPORATE STRATEGY

UCEAP Transcript Title

INDUSTRIAL ORGS

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course introduces the basic theory of industrial organization (IO). The knowledge of industrial organizations can be applied in many fields, such as corporate strategy, regulation, antitrust or competition policy, and industrial policy. The course covers how to analyze the operation of an imperfectly competitive market, why companies should make strategic choices, and the impact of these corporate strategies on social welfare. The competitive strategies discussed include price competition, production competition, product differentiation, advertising and promotional activities, price discrimination, bundling, collusion, block entry, mergers and acquisitions, and vertical contracts. Based on the introduction of the basic model (Berchuan competition, Cournot competition, Hotelling competition), this course discusses the above competition strategy and the corresponding anti-monopoly policy in detail.

Language(s) of Instruction

Chinese

Host Institution Course Number

MANA130346.01

Host Institution Course Title

INDUSTRIAL ORGANIZATION AND CORPORATE STRATEGY

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management

Course Last Reviewed

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