# COURSE DETAIL

| INDUSTRIAL ORGANIZATION AND CORPORATE STRATEGY |
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| **Country**<br>China |
| **Host Institution**<br>Fudan University |
| **Program(s)**<br>Fudan University |
| **UCEAP Course Level**<br>Upper Division |
| **UCEAP Subject Area(s)**<br>Business Administration |
| **UCEAP Course Number**<br>146 |
| **UCEAP Course Suffix** |
| **UCEAP Official Title**<br>INDUSTRIAL ORGANIZATION AND CORPORATE STRATEGY |
| **UCEAP Transcript Title**<br>INDUSTRIAL ORGS |
| **UCEAP Quarter Units**<br>4.50 |
| **UCEAP Semester Units**<br>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 (Berchuande 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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