

INDUSTRIAL AND FIRM ECONOMICS

Degree(s)	: Economics
Type	: Compulsory course unit
Curricular year/semester	: 3rd year / 2nd Semester
ECTS / hours per week	: 6 ECTS / 4.0 Hours
Workload per week	: 2 Theoretical x 1 Hour + 1 Practical x 2 Hours
Teacher responsible	: Professor José Manuel Zorro Mendes

OBJECTIVES

- The main purpose of this course is to study the concepts and techniques in the analysis of industries and a comprehensive account of the relevant literature.
- Using the basic tools of microeconomic theory and game theory, this course explores the interactions among firms focusing on the nature and consequences of strategic behaviour.
- This course also considers public policies that affect the structure of markets, particularly the competition policy and economic regulation.

PROGRAM

- Overview: the structure-conduct-performance approach;
- Firms, costs and market structures;
- The firm, strategies and competitiveness;
- Public policies: competition policy and economic regulation.

BIBLIOGRAPHY

Recommended Bibliography:

- Besanko, D., Dranove, D., Shanley, M. (2007) *Economics of Strategy* 4th Edition, John Wiley & Sons, Inc.
- Carlton, D., Perloff, J. (2005) *Modern Industrial Organization* 4th Edition, Pearson Addison Wesley
- Clarke, R. (1985) *Industrial Economics* Basic Blackwell
- Harford, T. (2006) *The Undercover Economist* Little, Brown Book Group
- Leão, P. (2011) *Economia dos Mercados e da Empresa* Escolar Editora, Lisboa
- Leão, P. (não publicado) Apresentações de Economia Industrial e da Empresa (relativas às Partes A, B e C do programa da disciplina), disponíveis na página da disciplina na Internet, em formato PowerPoint
- Lipczynski, J., Wilson, J., Goddard, J. (2013) *Industrial Organization: Competition, Strategy, Policy* 4th Edition, Pearson Education
- Scherer, F., Ross, D. (1991) *Industrial Market Structure and Economic Performance* 3rd Edition, Houghton Mifflin