

INDUSTRIAL ORGANIZATION
AN INTERNATIONAL PERSPECTIVE
(CLEM, 2011-2012)

FRANCO MOSCONI

[80 H., 10 Cfu – 1st term]
[Mon. 11-13, 14-16; Tue. 9-11]
[Room: G]

Level

Undergraduate (3rd year)

Objectives

The main objective of this course is to re-examine the most classic issue of the studies of Industrial Economics (IE), i.e. the relation between «size» and «concentration» of the market. A second objective is to offer methodological tools for the analysis of productive sectors (or industries). In both cases, the «single European market» will be the reference point.

Pre-requisites

A good knowledge of microeconomics

Contents

The «Harvard School » (E. Mason and J.Bain): the traditional paradigm of IE in the Forties (Structure-conduct-performance, S-C-P) and its subsequent evolutions; The «Chicago School» of G. Stigler (Sixties); The «New» IE: market mechanisms and strategic behaviour (A. Jaquemin, Eighties); The «review» of J. Sutton (Nineties): the role of product differentiation and of «sunk costs» (investment in advertising and R&D); The new European oligopoly: some evidence; SMEs, «clusters» and industrial districts; Public regulations and competition policy; New Industrial Policy: «Manufacturing Matters» revisited.

Course Books/Bibliography

[1] J. LIPCZYNSKI, J.O.S. WILSON, J. GODDARD, *Economia Industriale*, Milano, Pearson-Prentice Hall, 2010;

[2] A «Syllabus» with other readings in *Politica Industriale*, edited by the Chairholder, will be made available at the beginning of the course (Content: see the homepage of Professor Mosconi at the following web address: <http://www.cattedramonnet-mosconi.org>).

Methodology

Class sessions, Seminars and Guest lectures.

Grading

Written exam.