

## **Introduction to industrial organisation**

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### **Aim and scope of the course**

Industrial organisation is the branch of economics that studies the role of imperfectly competitive markets for private and social decisions. The course aims to introduce the students to its fundamental models and results.

The course is designed for graduate students who either did not take a course in IO or only took a basic undergraduate IO course. It serves either as a general interest course for those students not wanting to pursue research in IO or as an introduction to more advanced IO courses for those who want to do research in IO.

### **Textbook**

Belleflamme, P. and M. Peitz, 2015. Industrial Organization: Markets and Strategies (2<sup>nd</sup> ed.). CUP.

### **Syllabus**

- Models of imperfect competition (chaps 3 and 4)
- Sources of market power: product differentiation, advertising and consumer inertia (chaps 5, 6 and 7)
- Pricing and market segmentation (chaps 8, 9, 10 and 11)