

## UE2 Business Economics

Course title - Intitulé du cours	UE2 Business Economics
Level / Semester - Niveau / semestre	M2 / S1
School - Composante	Ecole d'Economie de Toulouse
Teacher - Enseignant responsable	RHODES ANDREW
Other teacher(s) - Autre(s) enseignant(s)	
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Other teacher(s) - Autre(s) enseignant(s)	
Lecture Hours - Volume Horaire CM	30
TA Hours - Volume horaire TD	
TP Hours - Volume horaire TP	
Course Language - Langue du cours	Anglais
TA and/or TP Language - Langue des TD et/ou TP	Anglais

### **Teaching staff contacts - Coordonnées de l'équipe pédagogique :**

Andrew Rhodes, andrew.rhodes@tse-fr.eu, MF406, please email for an appointment.

### **Course's Objectives - Objectifs du cours :**

The course will consist of roughly 50% formal lectures, and 50% discussions with, and presentations by, professionals (e.g. Khaled Diaw, and alumni from Frontier Economics) on topics related to business economics and business strategy.

Topics to be covered during the lectures include:

- (i) Strategic interaction,
- (ii) Firm scope,
- (iii) Static and dynamic pricing,
- (iv) Advertising.

### **Prerequisites - Pré requis :**

It is advantageous to have taken the M1 Industrial Organisation course.

### **Practical information about the sessions - Modalités pratiques de gestion du cours :**

Laptops are not permitted during the lectures. Students are expected to actively participate during class.

### **Grading system - Modalités d'évaluation :**

Final exam in December.