

Business Economics

Course title - Intitulé du cours	Business Economics
Level / Semester - Niveau /semestre	M2 / S1
School - Composante	Ecole d'Economie de Toulouse
Teacher - Enseignant responsable	DUBOIS PIERRE - 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 - T668

Pierre Dubois - pierre.dubois@tse-fr.eu - T687

Office hours TBC

Preferred initial means of contact - email

Course's Objectives - Objectifs du cours :

This course has two components - one theoretical and one empirical.

Concerning the theoretical part: This part of the course seeks to understand how firms fit into markets and how they can exploit their position within them. Indicative topics to be covered include (i) Strategic interaction, (ii) Firm scope, (iii) Static and dynamic pricing, and if time permits (iv) Advertising.

Concerning the empirical part: This part of the course will present some important methods in empirical Industrial Organization. The objective is to familiarize students with the structural econometric methodologies used in empirical industrial organization. We will provide solid grounding in understanding the structure of markets, the strategic behavior of firms, and show how to estimate typical models and interpret the results in an empirical study. The course will start with the study of demand modeling in IO and applications to the analysis of market power, and mergers. There are many policy issues (on anti-trust and regulation) and commercial implications of these techniques as it allows, understanding product positioning, pricing, advertising, merger analysis.

Prerequisites - Pré requis :

No prerequisites, but it is advantageous to have taken the M1 theoretical and empirical IO courses.

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

Students are expected to attend and actively participate in all lectures.

Grading system - Modalités d'évaluation :

The theoretical and empirical parts are given equal weight for the final grade. There will be an exam for the theoretical part, and for the empirical part there will be an exam and a problem set.

Bibliography/references - Bibliographie/références :

Any required readings will be clearly specified as the course progresses.

Distance learning – Enseignement à distance :

TBC depending on how the situation evolves.