

Industrial Organization of the Food Industry

Course title - Intitulé du cours	Industrial Organization of the Food Industry
Level / Semester - Niveau /semestre	M2 / S2
School - Composante	Ecole d'Economie de Toulouse
Teacher - Enseignant responsable	Zohra BOUAMRA-MECHEMACHE
Lecture Hours - Volume Horaire CM	30
TA Hours - Volume horaire TD	0
TP Hours - Volume horaire TP	0
Course Language - Langue du cours	Anglais

Presentation:

This course focuses on the industrial organization of the food industry and its consequences. Students will learn how to use the theory of industrial organization in order to analyze specific questions of an industry. For each topic covered by the course, we will first review the stylized facts, then the standard models from the literature and finally discuss more specific models addressing the issues. It is assumed that students engage in independent reading around the topics listed. They are also invited to actively participate to the lectures. In particular, they will have the opportunity to make presentation during some lectures.

Students will learn how to use micro-economics tools and particularly industrial organization to address real world problems applied to the food industry. They will have to develop critical views when reading various studies and will have to develop their ability to provide written and oral contributions. This course is also a good introduction to a research activity.

Faculty instructor:

The course is given by Zohra Bouamra-Mechemache. She is specialized on the economics of the agri-food sector and has good scientific and professional networks.

For any questions related to the course, students are welcome to contact the instructor:

Zohra Bouamra : zohra.bouamra@tse-fr.eu, T254. Office hours: Thursday, 9:00 - 10:30;

Preferred options: email / after class

Please write the following subject in every e-mail exchange with us: "M2-IO FOOD". Depending on the questions, I will answer by email or propose an appointment. Questions are welcome.

Objectives of the course and educational goals

The aim of the course is to mobilise the knowledge acquired in the Master program and the economic literature to provide an economic assessment on an important question related to the organisation of the food economics. A number of skills will be developed. You will analyse a topic and provide a critical and well-argued analysis. You will develop your ability to provide a written report on your group works. You will also learn how to present your main results to an audience.

Prerequisites:

Knowledge of industrial organization.

Practical information about the sessions:

The course includes lectures and follow-up sessions. Attendance to lectures is highly recommended. Students must arrive on time. Experience shows that students who attend only a fraction of the lectures perform badly, as they are not involved in the course. Slides and references will be on the Moodle platform before the corresponding lectures so that students can browse and read recommended materials.

At least two follow-up and feedback sessions will be organised to guide each group of students to reach each step of the work that will lead to their final report.

Laptops or tablets are accepted. Active participation is encouraged. For any specific problem, students are encouraged to inform the teachers as soon as possible.

Grading system:

Evaluation is based on continuous assessment. This assessment includes participation during the lectures (10%), and personal work (see below) to be prepared by group of 2 to 3 students (this will depend on the number of students attending the course). Each group of students will present an intermediate report (40%) to the class, which will be discussed by another group (10%) and provide a final written report at the end of the semester (40%).

Students will be free to select the topic of their interest (obviously, providing it covers the general topic 'Industrial Organization of the food industry'). They will receive advices for this personal work (topic, selection of papers, ...). To help students to structure their written report, a preliminary oral presentation of the synthesis is organized. At the end of presentations, another group will discuss the presentation in order to help improving the personal work. All students are very welcome to ask questions and discuss the issues raised during the presentation. More details will be provided during the first lecture.

Bibliography/references:

There is no textbook covering the whole domain. A reading list will be provided at the beginning of each course and available on Moodle.

Session planning - Planification des séances :

The course is organised in 10 sessions of three hours. The first session will be devoted to the presentation of the course and of the food industry. Six sessions will cover topics described below. Two sessions will be devoted to the follow-up of groups' works. Finally, in the last session, all groups will present their preliminary report to the whole class and discuss other works.

Structure of the Food Industry

1. Introduction to the course. Main characteristics of the food industry
2. Competition and structure of the industry

Standards, Labels and collective arrangements

3. Geographical indications and collective marketing arrangements

4. Private versus public standards for food safety

Vertical relationships

5. Bargaining in the dairy industry

6. The role of private labels in the food chain

Food, nutrition and firm's strategy

7 and 8 . Nutritional policies and strategic reactions of firms

9 and 10 : Students' presentations