



**UNIVERSIDADE CATÓLICA PORTUGUESA**  
Faculdade de Ciências Económicas e Empresariais

**Economics of Business and Markets**  
*International MSc. in Business Administration*

Fátima Barros  
Office: 4th Floor

2009/2010

	<b>Syllabus</b>
<b>Topic 1</b>	<ul style="list-style-type: none"><li>• <b>Perfect Competition, Monopoly, Oligopoly Models and Collusion</b></li></ul> Cabral, Chap. 5, 6, 7 and 8
<b>Topic 2</b>	<ul style="list-style-type: none"><li>• <b>Market Structure and Market Power.</b></li></ul> Cabral, Chap. 9
<b>Topic 3</b>	<ul style="list-style-type: none"><li>• <b>Price Discrimination</b></li></ul> Cabral, Chap. 10 C&P, Caps 9 e 10
<b>Topic 4</b>	<ul style="list-style-type: none"><li>• <b>Product Differentiation</b></li></ul> Cabral, Chap. 12 B&D., Cap. 8, 293-296, C&P, Cap. 7
<b>Topic 5</b>	<ul style="list-style-type: none"><li>• <b>Advertising</b></li></ul> Cabral, Chap. 13 C&P, Cap 14.
<b>Topic 6</b>	<ul style="list-style-type: none"><li>• <b>Strategic Behavior, Entry and Exit</b></li></ul> Cabral, Chap. 15
<b>Topic 7</b>	<ul style="list-style-type: none"><li>• <b>Research and Development</b></li></ul> Cabral, Chap. 16 B&D., Cap. 13, C&P, Cap 16.



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**Readings:**

Besanko, D., Dranove, D. , Shanley, M. and Schaefer, S., (B&D), *Economics of Strategy*, 3<sup>a</sup> edition, Wiley, 2003.

Cabral\*, L., *Introduction to Industrial Organization*, MIT Press, 2000.

Carlton\*, D. and Perloff, J.,(C&P), *Modern Industrial Organization*, 4<sup>a</sup> edition, Addison-Wesley, 2004.

Church, J. and Ware, R., *Industrial Organization: A Strategic Approach*, 1<sup>st</sup> edition, Irwin McGraw-Hill, 2000.

Tirole, J., *The Theory of Industrial Organization*, MIT Press, 1989.

\* Recommended lectures.

**Grading**

<b>WEIGHT IN FINAL GRADE</b>	<b>REQUIRED ASSIGNMENT</b>
5%	<b>Participation in Class Discussion</b> (cumulated over term) This requires your attendance at lectures and completing readings in advance!
30%	<b>2 Problem Sets</b> handed out during the term. Group work with up to 3 students in each group. You may discuss problem sets and work out solutions together, however: ALL identical write-ups on problem sets will be given "0" credit.
65%	<b>Final Exam</b> (closed book)

**Office Hours:** (to be announced), Dean's office, 4<sup>th</sup> floor.