

<b>MW69: Industrial Economics</b>				<b>Study programme:</b>	M
<b>Module type:</b>	<b>ECTS points:</b>	<b>Workload:</b>	<b>Semester of study:</b>	<b>Duration of the module:</b>	
Compulsory Elective	8	240	2 <sup>nd</sup> or 4 <sup>th</sup>	one semester	
<b>Courses:</b>			<b>Contact hours:</b>	<b>Independent study:</b>	<b>Planned group size:</b>
Course 1: Industrial Economics (2 semester hours per week)			30h	90h	25
Course 2: Industrial Economics – Tutorial (2 semester hours per week)			30h	90h	25
<b>Learning objectives and competences:</b>					
<p>After completing the module, students are able to</p> <ul style="list-style-type: none"> <li>- explain specific fields of application of industrial economics as well as the scope of the concepts introduced in the lecture;</li> <li>- explain to what extent the characteristics of products as well as demand and market structures influence the strategies of companies;</li> <li>- apply the acquired knowledge to markets and competition processes in order to analyse complex economic issues;</li> <li>- present the strategies of companies in various market constellations and classify the possible results qualitatively;</li> <li>- based on exercise tasks, use, and apply the expertise acquired in course 1;</li> </ul> <p>work on specific questions of industrial economics by using the microeconomics methods.</p>					
<b>Key competences:</b>					
<ul style="list-style-type: none"> <li>- analytical skills</li> <li>- independent work</li> <li>- critical thinking</li> <li>- problem-solving skills</li> <li>- written communication skills</li> </ul>					
<b>Course content:</b>					
<p><b>Course 1: Industrial Economics</b></p> <p>Part 1: Hotelling model</p> <ol style="list-style-type: none"> <li>1. Inner locations <ol style="list-style-type: none"> <li>a. Price war and competition for location in case of linear transportation costs</li> <li>b. Price war and competition for location in case of quadratic transportation costs</li> <li>c. Fixed prices</li> </ol> </li> <li>2. External locations</li> </ol> <p>Part 2: Price discrimination</p> <ol style="list-style-type: none"> <li>1. Behaviour-based price discrimination</li> <li>2. Price discrimination and the quality of data on consumer preferences</li> <li>3. Price discrimination based on consumer transportation costs</li> </ol> <p><b>Course 2: Industrial Economics – Tutorial</b></p> <p>Cf. Content of course 1</p>					

<b>Language:</b>
Language of the course is German or English.
<b>Teaching forms:</b>
Lecture, group work, independent study
<b>Applicability of the module:</b>
MSc Business Administration (BWL), MSc VWL, MSc Economics, MSc Mathematics, MSc Business Chemistry
<b>Requirements for participation:</b>
Admission to the Master's study programmes in Business Administration, VWL, Economics, Mathematics or Business Chemistry. A good understanding of microeconomics and previous knowledge of mathematics from the Bachelor's study programme are required.
<b>Forms of examination:</b>
The final module examination takes place at the end of the summer semester in the form of a written test (60 minutes).
<b>Requirements for the award of ECTS points:</b>
Passing the final module examination. A final module examination is successfully passed if the grade is at least "sufficient" (4.0).
<b>Frequency:</b>
The courses take place usually every academic year in the summer semester.
<b>Significance of the grade for the final grade:</b>
This module is graded and taken into account when calculating the overall grade of your Master's degree. For more detailed information on the calculation of the overall grade, please refer to the applicable examination regulations of your respective study programme.
<b>Module supervisors and full-time lecturers:</b>
Prof Dr Alexander Rasch, Prof. Dr. Christian Wey and research assistants at DICE.
<b>Other information:</b>
Up-to-date information can be found on the DICE website. It is possible to write a term paper as part of the key qualification.

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