

FACULTY OF **ECONOMICS**

DEGREE COURSE: **BUSINESS AND ECONOMICS BA**

SUBJECT: BUSINESS AND MARKETS

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OBJECTIVES

This course aims to enhance some basic knowledge acquired in microeconomics modules in order to reach a better understanding of problems and phenomena that may affect different forms of market.

At the end of this course, students should:

- understand the different equilibria of oligopolistic market
- evaluate the behavior of firms according to market membership

CONTENTS

The main modules are:

- 1 Theory of the firm
- 2 Oligopolistic market
- 3 Concentration of enterprises

ASSESSMENT

Written exam: multiple choice and open questions

RECOMMENDED TEXTBOOKS

- Lipczynski J., Wilson J.O.S. and J. Goddard, "Industrial Organization: Competition, Strategy, Policy", Financial Times / Prentice Hall, 3rd edition, 2009