FACULTY OF **ECONOMICS**

DEGREE COURSE: **BUSINESS AND ECONOMICS BA**

SUBJECT: APPLIED ECONOMICS

LECTURER: LINDA CICIRELLO

Email address: linda.cicirello@uniecampus.it

OBJECTIVES

This course focus on the concept of industry and analyses the behaviour of firms within a competitive scenario. It also will focus on aspects of the dynamic nature of the industry, the role of innovation and the importance of the strategic approach in the interaction between companies.

The student is expected to become familiar with models of market structure, sectoral analysis and possible competitive advantages based on quantitative and qualitative differential, and strategic behaviour of firms.

CONTENTS

This course is divided into three parts. The first part, after reviewing basic concepts of economic theory and business models, will devote special attention to analysis of sectors and possible competitive advantages based on quantitative and qualitative differences.

The second part will examine more in detail, with reference to the sector, some aspects related to supply and demand by using models and measurement indices .

The last part will focus on aspects of the dynamic nature of industry, the role of innovation, and the importance of the strategic approach in interaction among companies.

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
- Grant R.M. and J. Jordan, “Foundations of strategy”, Wiley, 2nd edition, 2012