

## BUSINESS ECONOMICS (ANDREW RHODES)

Course title - Intitulé du cours	Business Economics
Level / Semester - Niveau / semestre	1
Teacher - Enseignant responsable	Andrew Rhodes
Other teacher(s) - Autre(s) enseignant(s)	
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Other teacher(s) - Autre(s) enseignant(s)	
Lecture Hours - Volume Horaire CM	15
TA Hours - Volume horaire TD	
TP Hours - Volume horaire TP	
Course Language - Langue du cours	English
TA and/or TP Language - Langue des TD et/ou TP	

### Teaching staff contacts - Coordonnées de l'équipe pédagogique :

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### Course's Objectives - Objectifs du cours :

We will study firm strategy, addressing questions such as the following:

What markets should a firm be in, and which inputs should it produce itself? How can firms incentivise workers, and what problems may arise? How should incumbent firms respond to (the threat of) entry?

When should firms differentiate from their competitors, and how? What is the effect of switching costs and other forms of repeat purchases on firm pricing and welfare?

We will use theory, empirical papers, and occasional case studies, to address these questions.

### Prerequisites - Pré requis :

M1 Industrial Organization and Empirical Industrial Organization

### Practical information about the sessions - Modalités pratiques de gestion du cours :

3 hour sessions scheduled every fortnight, with a short break during the middle of the lecture.

### Grading system - Modalités d'évaluation :

Exam in December, with a mix of problem questions, short essays, and multiple choice.

### Bibliography/references - Bibliographie/références :

There is no particular textbook. Relevant articles will be highlighted at the end of each set of lecture notes.