



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Competition Policies and Firm Management							
Course Code		İKP619		Course Level		Third Cycle (Doctorate Degree)			
ECTS Credit	5	Workload	131 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The principle of this course is to put forward how and why governments intervene into the markets. Firstly some basic microeconomics concepts will be introduced. Then the course will be all about the real economic life and market structures. The students will learn the basics of competition law, specifically we will talk about cartels, monopolies and mergers. The course will cover lots of real world cases from EU/US and especially from Turkey.							
Course Content		Firm behavior in imperfectly competitive markets; how governments regulate competition; market power; market structures, industry analysis, demand-supply; market concept in competition, entry, exit barriers, price discrimination, monopoly, market power, cartels, integration and integration regulation; privatization, vertical integration.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Individual Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Besanko, D., Dranove, D., Shanley, M. and Schaefer, S., Economics of Strategy, 5th Edition, John Wiley & Sons, 2010.
2	Nicholson, W. and Snyder, C., Theory and Application of Intermediate Microeconomics, 11th Edition, South-Western, 2010.

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction and Course Overview
2	Theoretical	Competition and Regulation
3	Theoretical	Market Structures
4	Theoretical	Structure-Conduct-Performance Paradigm Industry Analysis
5	Theoretical	Demand-Supply and Market Concept in Competition
6	Theoretical	Entry and Exit Barriers, Price Discrimination
7	Theoretical	Monopolization Market Power
8	Intermediate Exam	Midterm
9	Theoretical	Case Study – Network Industry Dynamics of Pricing Rivalry
10	Theoretical	Cooperative Pricing – Non price competition Cartels
11	Theoretical	Cartel Legislation in Turkey
12	Theoretical	Mergers and Merger Regulation Privatization
13	Theoretical	Vertical Integration
14	Theoretical	Economic Regulation
15	Theoretical	General Review
16	Final Exam	Final

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70
Individual Work	14	1	2	42
Midterm Examination	1	8	1	9



Final Examination	1	9	1	10
Total Workload (Hours)				131
[Total Workload (Hours) / 25*] = ECTS				5
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To learn why governments regulate markets.
2	To understand how firms operate in market economies in real world.
3	To learn regulation of competition and the economic theory behind this.
4	Differentiate between and analyze business, corporate and functional strategies for a company
5	Use your skills and knowledge in conducting strategic analyses in various industries and competitive global environment

Programme Outcomes (Economic Policy Doctorate)

1	To be able to understand and interpret basic economic concepts, theories and methods
2	To be able to apply mathematical, statistical and econometric analysis tools to economic problems
3	To be able to interpret the structure and characteristics of the markets in the economy by understanding current economic events.
4	To be able to describe the role of innovation, creativity and technology in the dynamic global economy.
5	Ability to prepare projects and acquire creativity skills
6	Ability to analyze macro and micro economic developments
7	Being able to adopt the philosophy of lifelong learning

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	4	5	3	4	5
P2	3	4	5	3	4
P3	4	4	3	4	3
P4	4	4	3	4	3
P5	4	4	3	4	3
P6	4	4	3	4	3
P7	4	4	3	4	3

