International Relations Office
tel +36 1 483 8015
incoming@ajk.elte.hu

Title:	**<u>Economics of Corporate Strategy and Competition Policy</u>**
Lecturers:	**Gergely Kőhegyi Ph.D.** **kogergo@gmail.com**
Brief description	This course examines the strategic behaviour of firms in competitive markets and the regulatory frameworks designed to ensure fair play. Students will explore how companies build market power, the logic behind mergers and acquisitions, and the economic theories that drive modern antitrust enforcement. The course is designed specifically for law and LPE students, building on knowledge of basic microeconomics.
Schedule	1. Introduction, Motivation, Basic Concepts and Different Approaches to Industrial Organization and Competition Policy 2. Market Performance and Market Structure 3. Monopoly and Market Regulations 4. Pricing and Price Discrimination 5. Product Differentiation, Bundling and Tying 6. Oligopoly, Monopolistic Competition and the Strategic Interactions of Firms 7. Static and Dynamic Models of Competition 8. Anti-Competitive Behavior and Antitrust Policy I: Entry Deterrence and Predatory Conduct 9. Anti-Competitive Behavior and Antitrust Policy II: Collisions and Cartels 10. Contractual Relations between Firms: Horizontal and Vertical Mergers, Price- and Non-Price Restraints 11. Non-Price Competition: Advertising, R&D and Patent Policy 12. Networks, Two-Sided Markets and ‘Coopetition’

Materials/Recommended readings	Pepall, L., Norman, D. and Richards (2014): Industrial organization: contemporary theory and empirical applications. John Wiley and Sons. Motta, M. (2004) Competition Policy: Theory and Practice. Cambridge University Press.
Assessment/Exam	The course uses the method of problem-based learning. Students are expected to read weekly assigned readings ● do a minor problem-solving exercise every week on their own ● participate actively in classroom discussion ● write two in-class tests during the semester. Final grade is based on class work and tests.