

Syllabus

Behavioral and Digital Economics for Effective Management (BDEEM)

Course title	Market power, Merger, Digital area, and Competition
Teacher	-
shared course	X No <input type="checkbox"/> Yes, with
Hourly volume	18
Evaluation methods	Written exam, or oral presentations
Course summary	<p>This course provides a comprehensive exploration of market power, mergers, and competition within the digital era. Students will examine the dynamics and challenges posed by digital markets, and how they impact competition and antitrust policies.</p> <p>The course begins by examining the concept of market power and its implications for market competition. Students will learn about different forms of market power, such as monopoly, oligopoly, and monopolistic competition, and how they can influence pricing, consumer choice, and industry structure.</p> <p>Next, the course delves into the topic of mergers and acquisitions and with a focus on digital context. Students will explore the motives behind mergers, the potential benefits and risks associated with consolidation, and the impact on competition in the digital market. Case studies and real-world examples will be analyzed to understand the effects of mergers on market concentration and consumer welfare.</p> <p>The course then shifts its focus to the digital area and its unique challenges for competition. Students will examine the characteristics of digital markets, including platform competition, and data-driven business models. They will explore how digital platforms and their strategies can affect market dynamics, consumer behavior, and innovation.</p>

Skills	<p>Throughout the course, students will critically analyze the role of competition policy and antitrust regulations in addressing market power and promoting fair competition in the digital era. They will study the regulatory frameworks and enforcement practices designed to prevent anticompetitive behaviors and protect consumer welfare in digital markets.</p> <p>By the end of the course, students will have developed a deep understanding of market power, mergers, and competition within the digital area. They will be equipped with the knowledge and analytical skills to assess the competitive landscape, evaluate the impact of mergers, and analyze the implications of digital platforms on market dynamics. The course will prepare students to navigate the complex challenges of the digital economy and contribute to effective competition policy and regulation.</p>
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