

Market Power, Merger, Digital Area, and Competition

Navigating antitrust and competition policy in the digital era



PROGRAMME
Master 2

SEMESTER
Semester 1

CREDITS
2 ECTS

CONTACT HOURS
18h Lectures

Course Description

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.

The course begins by examining different forms of market power, such as monopoly, oligopoly, and monopolistic competition, and how they influence pricing, consumer choice, and industry structure. Next, the course delves into mergers and acquisitions with a focus on the digital context, analyzing motives behind mergers and their impact on market concentration and consumer welfare through real-world case studies.

Finally, students will examine the unique challenges of digital markets, including platform competition and data-driven business models, and how these strategies affect market dynamics and innovation.

Learning Outcomes

- Assess the competitive landscape and evaluate the impact of mergers in digital markets.
- Analyze the implications of digital platforms and data-driven business models on market dynamics.
- Critically analyze the role of competition policy and antitrust regulations in addressing market power.
- Understand the regulatory frameworks designed to prevent anticompetitive behaviors and protect consumer welfare.
- Evaluate the effects of market power on pricing, consumer choice, and industry structure.

Indicative Content

- 1. Market Power:** Forms of market power and their implications on competition.
- 2. Mergers & Acquisitions:** Motives, consolidation risks, and impacts within the digital context.
- 3. The Digital Area:** Platform competition and data-driven business models.
- 4. Antitrust Policy:** Regulatory frameworks and enforcement practices in the digital era.
- 5. Case Studies:** Real-world analysis of market concentration and consumer welfare.

Teaching & Learning Approach

This course aims to equip students with the deep knowledge and analytical skills required to assess the competitive landscape in the digital economy. Instruction bridges theoretical frameworks of market power and antitrust regulations with the critical analysis of real-world examples and case studies.

Assessment

Written Exam or Oral Presentations