

## COURSE OUTLINE

### 1. GENERAL INFORMATION

|   |   |                              |   |
|---|---|------------------------------|---|
| <b>FACULTY</b>                            | ECONOMY AND MANAGEMENT                          |                              |   |
| <b>DEPARTMENT</b>                         | ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM |                              |   |
| <b>LEVEL OF STUDY</b>                     | UNDERGRADUATE                                   |                              |   |
| <b>COURSE CODE</b>                        | <b>1605-230613</b>                              | <b>SEMESTER</b>              | <b>6<sup>th</sup> (dir. Organizations Management)</b> |
| <b>TITLE</b>                              | <b>INDUSTRIAL ORGANIZATION</b>                  |                              |   |
| <b>Autonomous Teaching Activities</b>     |   | <b>WEEKLY TEACHING HOURS</b> | <b>CREDITS</b>  |
| Lectures                                  |   | 3                            | 5   |
|   |   |                              |   |
|   |   |                              |   |
| <b>COURSE TYPE</b>                        | OPTIONAL COURSE (DIR.)                          |                              |   |
| <b>PREREQUISITE COURSES</b>               | NONE  |                              |   |
| <b>TEACHING LANGUAGE</b>                  | GREEK AND ENGLISH                               |                              |   |
| <b>COURSE OFFERED TO ERASMUS STUDENTS</b> | YES   |                              |   |
| <b>COURSE WEBPAGE (URL)</b>               |   |                              |   |

### 2. LEARNING OUTCOMES

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| <b>Learning outcomes</b>   |
| <p>Upon completion of the course the student will be able to:</p> <ol style="list-style-type: none"> <li>1. Knowledge: know concepts related to the production capacity of a production process as designed. Also, they will understand expected and actual production capacity as well as the concept of utility.</li> <li>2. Understanding: understand the financial system in which the business operates. To understand, distinguish and identify the decisions that its executives are called to take in matters of economic and industrial organization.</li> <li>3. Implementation: design and implement decisions on human resource management, marketing, and entrepreneurship.</li> <li>4. Analysis: analyze and solve decision problems related to production processes. Analyze basic demand forecasting methods and deadlock analysis for a production process.</li> <li>5. Composition: know and analyze the time value of money while at the same time being able to combine on a common time basis the value of cash flows that occur at different times. To assign tasks of a production process to workstations in a heuristic and analytical way taking into account rules, principles, and restrictions of production.</li> <li>6. Evaluation: evaluate the optimal position of a production process using various heuristic methods.</li> </ol> |
| <b>General Skills</b>  |

Upon successful completion of the course students develop knowledge that will help them in:

- Search, analysis and synthesis of data and information, for the markets and the prevailing conditions using the appropriate methodology and the necessary technologies
- Decision making
- Work in an international environment
- Project design and management
- Work in an interdisciplinary environment

### 3. COURSE CONTENT

1. Monopoly, with emphasis on non-linear pricing.
2. Purchases of durable consumer goods, conduct under uncertainty.
3. Use of empirical demand analysis for pricing and entry decisions.
4. Oligopoly, with emphasis on the relationship between price competition models and quantities.
5. Investments and production capacity constraints.
6. Motivation of management and strategic representation.
7. Entering new markets and aggressive or discreet pricing strategies.
8. Aggressive or discreet pricing strategies: application in the field of Tourism Business.
9. Advertising: search and exchange costs.
10. Network effects. Innovation, research, and development.
11. Dynamics of the branches.
12. Auction theory and applications: open and closed type.
13. Common and independent values. The curse of the winner.

### 4. TEACHING AND LEARNING METHODS - ASSESSMENT

|                              |   |                                  |
|------------------------------|---|----------------------------------|
| <b>TEACHING METHOD</b>       | Face to Face in class   |                                  |
| <b>ICT USE</b>               | The slides of the lectures are posted on the course website on the Moodle platform of the Department                        |                                  |
| <b>TEACHING ORGANIZATION</b> | <i>Activities</i>   | <i>Working Load per Semester</i> |
|                              | Lectures  | 39                               |
|                              | Self-study  | 111                              |
|                              |   |                                  |
|                              | <b>TOTAL</b>  | <b>150</b>                       |
| <b>ASSESSMENT</b>            | The evaluation of students is done by participating in written exams whose answers are contained in the proposed textbooks. |                                  |

### 5. REFERENCES

***-Suggested bibliography:***

- 1. Industrial Organization. Published by Lipczynski J. 1st ed. / 2011. ISBN: 9789604891481. BROKEN HILL PUBLISHERS LTD
- 2. Modern Industrial Organization. Carlton Dennis, Perloff Jeffrey. 1/2017. ISBN: 9789963274437. BROKEN HILL PUBLISHERS LTD