



Universitat de Lleida

DEGREE CURRICULUM
INDUSTRIAL ORGANIZATION I

Coordination: ALDAZ IBAÑEZ, NATALIA

Academic year 2016-17

Subject's general information

Subject name	INDUSTRIAL ORGANIZATION I			
Code	14530			
Semester	1st Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Typology	Modality
	Master's Degree in Industrial Engineering	1	COMPULSORY	Attendance-based
ECTS credits	6			
Groups	1GG			
Theoretical credits	3			
Practical credits	3			
Coordination	ALDAZ IBAÑEZ, NATALIA			
Department	ADMINISTRACIO D'EMPRESES I GESTIO ECONOMICA DELS RECURSOS NATURALS			
Teaching load distribution between lectures and independent student work	60 h lectures 90h independent student work			
Important information on data processing	Consult this link for more information.			
Language	Spanish. Teaching resources: English.			
Office and hour of attention	Tuesday and Thursday. EPS Building. Room 1.09			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
ALDAZ IBAÑEZ, NATALIA	natalia@aegern.udl.cat	6	Tuesday and Thursday 10pm-12pm Appointment via email

Subject's extra information

The subject is a part of the Management module and is given during the 1st term of Master's Degree in Industrial Engineering. To follow this subject properly some previous knowledge on Business Management is recommended. Decision making models in manufacturing firm context and strategic innovation models are presented.

Learning objectives

To provide the students with the knowledge and the techniques involved in Industrial Organization, in the manufacturing firm context.

The achievement of this general aim implies the next objectives:

- To determine the market power of manufacturing firms and to know its influence on the firm decisions.
- To know how the production technology and the costs can determine the industrial structure.
- To analyse firm interaction strategy models.
- To know advanced concepts about technological area of firms.
- To analyse innovation models in the firm strategy context.
- To apply and solve decision models in technology and innovation sphere, such as benchmarking.

Competences

Basic competences

- CB4 To be able to communicate conclusions –and knowledge and reasons that support them– to either specialized or not specialised publics in a clear way and without ambiguities.

General competences

- CG3 Capacity to convey information, ideas, problems and solutions both to a specialised and no specialised public.
- CG10 To make strategic planning and apply it to construction, production and quality systems and to environmental management.
- CG11 To manage both technically and economically projects, installations, plants, companies and technological centres.

Specific competences

- CE13 Knowledge on methods and techniques of transportation and industrial maintenance services.
- CE20 Knowledge of information systems for management, industrial organisation, production and logistical systems and management of quality systems.
- CE23 Capacity for research development and technological innovation management.
- CE24 Execution, presentation and defence, once all the credits of the syllabus are obtained, an original work carried out individually in front of a university court, consisting of an integral project of Industrial Engineering of professional nature in which the competences are synthesized.

Subject contents

PART 0. INTRODUCTION

Lesson 0. General Concepts

- 0.1 Industrial Organization. Definitions.
- 0.2 Manufacturing Industry.

PART 1. ECONOMICS AND INDUSTRIAL ORGANIZATION

Lesson 1. Technology and cost

- 1.1 Technology and cost functions.
- 1.2 Sunk costs and entry. Economies of scale.
- 1.3 Multi-product production. Economies of Scope.
- 1.4 Determinants of Market Structure.

Lesson 2. Market Structure and Market Power

- 2. 1 Measure of concentration.
- 2.2 Market definition.
- 2.3 Review of perfect competition and monopoly.
- 2.4 Market Power. Lerner Index.

Lesson 3. Strategic interaction of firms

- 3.1 Strategic interaction. Game theory.
- 3.2 Dominated strategies and dominant strategy. Nash equilibrium.
- 3.3 Static Games and Cournot Competition
- 3.4 Dynamic Games and First and Second Movers. Stackelberg.

Lesson 4. Other interaction models

- 4.1 Evolution of market structure.
- 4.2 Predatory conduct and limit pricing.
- 4.3 Advertising and Information

PART 3. INNOVATION AND TECHNOLOGY MANAGEMENT

Lesson 5. Research and Development

- 5.1 A Taxonomy of Innovations.
- 5.2 Product life-cycle.
- 5.3 Innovations and cost advantage.
- 5.4 Innovation and Market Structure.

Lesson 6. Innovation, transfer of technology and *spillovers*

6.1 Transfer of technology.

6.2 Protection of innovators.

6.3 R&D Spillovers and Cooperative R&D

Lesson 7. Benchmarking and technological innovation.

7.1 What is benchmarking?

7.2 The phases of benchmarking.

7.3 Benchmarking and technological innovation.

7.4 Benchmarking with Data Envelopment Analysis

Methodology

The contents of the subject are distributed into theoretical and participatory lectures and practice sessions.

- Participatory lectures. The theoretical aspects of the lesson are presented by the lecturer, who invites student participation.
- Practice session: The students have to solve different questions/problems working individually or in group. These activities can be evaluated.

Development plan

Week	Methodology	Lesson	Lectures Hours	Independent student work Hours	Lecturer
1	Lecture	Lesson 0. Introduction	4	6	Natalia Aldaz
2 3	Lecture Exercises Practice	Lesson 1. Technology and cost Exercises Practice in group. With mark (PL1)	8	12	Natalia Aldaz
4 5	Lecture Exercises Practice	Lesson 2. Market Structure and Market Power Exercises Practice in group. With mark (PL2)	8	12	Natalia Aldaz
6 7 8	Lecture Exercises Practice	Lesson 3. Strategic interaction of firms Exercises Practice in group. With mark (PL3)	8	12	Natalia Aldaz
9		Evaluation. Midterm exam	2		Natalia Aldaz
10	Lecture	Lesson 4. Other interaction models	4	6	Natalia Aldaz
11	Lecture	Lesson 5. Research and Development	8	12	Natalia Aldaz
12 13	Lecture Exercises Practice	Lesson 6. Innovation, transfer of technology and <i>spillovers</i> Presentation in groups. With mark (PL6)	8	12	Natalia Aldaz

14 15	Lecture Exercises Practice	Lesson 7. Benchmarking and technological innovation. Exercises. With mark (PL7)	8	12	Natalia Aldaz
16-19		Evaluation. Final exam Make up exam	2		Natalia Aldaz

Evaluation

Objectives	Assessment activity	%	Date	
Lessons 0-3	PA 1	35	Week 9	Compulsory/individual
Lessons 0-7	PA 2 written exam	50	Weeks 16 -17	Compulsory/individual
Class exercises	Class exercises PL1-PL2-PL3 -PL6 PL7	15	During the term	Compulsory/Group Compulsory/individual
	Make up exam	85	Week 19	

Notes about exams and exercises:

- During 9th and 16th/17th weeks, the assessment activities (A1 and A2) are done. Each one has 35 per cent and 50 per cent respectively of the final mark.
- During 19th week there is a make up assessment. This activity is a written exam about the contents of the course and it is 80 per cent of the final mark.
- The mark of the class exercises is 15 per cent of the total mark. This mark is the average of all the exercises proposed during the course.
- To be considered the exercises mark, it is compulsory to have been graded 4 or more in A1 and A2

Bibliography

Basic Bibliography

- L. PEPALL, D. RICHARDS, G. NORMAN. Organización industrial: teorías y prácticas contemporáneas. 3ª edición. Ed. Thomsom. 2006.
- A. HIDALGO, G. LEÓN I J. PAVÓN. La Gestión de la Innovación y la Tecnología en las Organizaciones. Pirámide. 2008.

Additional Bibliography

- M. SHILLING. Dirección Estratégica de la Innovación Tecnológica, McGrawHill. 2008.