



Universitat de Lleida

DEGREE CURRICULUM
INDUSTRIAL ORGANIZATION I

Coordination: ALDAZ IBAÑEZ, NATALIA

Academic year 2023-24

Subject's general information

Subject name	INDUSTRIAL ORGANIZATION I			
Code	14530			
Semester	1st Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Character	Modality
	Master's Degree in Industrial Engineering	1	COMPULSORY	Attendance-based
Course number of credits (ECTS)	6			
Type of activity, credits, and groups	Activity type	PRAULA		TEORIA
	Number of credits	3		3
	Number of groups	1		1
Coordination	ALDAZ IBAÑEZ, NATALIA			
Department	ECONOMICS AND BUSINESS			
Teaching load distribution between lectures and independent student work	30 hours in-person lectures 30 hours online classes 90 hours independent student work			
Important information on data processing	Consult this link for more information.			
Language	Spanish. Teaching resources: English.			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
ALDAZ IBAÑEZ, NATALIA	natalia.aldaz@udl.cat	6	

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. Focusing on manufacturing firms, decision making models are developed in fields like production, markets and competitors and innovation strategy.

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

Lesson 1. Aggregated Production

- 1.1 Economic Agents.
- 1.2 Productive Sectors. Manufacturing.
- 1.3 Estimation of aggregated production.
- 1.4 Sectorial Interrelation. Input-output Tables.

Lesson 2. Technology and cost

- 2.1 Technology and cost functions.
- 2.2 Sunk costs and entry. Economies of scale.
- 2.3 Multi-product production. Economies of Scope.
- 2.4 Other industrial structure determinants different to the costs.

Lesson 3. Market Structure and Market Power

- 3.1 Market structure.
- 3.2. Perfect competition.
- 3.3 Monopoly.
- 3.4 Market definition. Concentration measures.

Lesson 4. Strategic interaction of firms

- 4.1 Strategic interaction. Game theory.
- 4.2 Dominated strategies and dominant strategy. Nash equilibrium.
- 4.3 Static Games and Cournot Competition
- 4.4 Dynamic Games and First and Second Movers. Stackelberg.

Lesson 5. Other strategy models of the companies

- 5.1 Market power and its evolution in time.
- 5.2 No-competitive Strategies.
- 5.3. Predatory Behaviour.
- 5.4 Deterrence to the entry Model.

Lesson 6. Innovation

- 6.1 Taxonomy of Innovations.
- 6.2 Product life-cycle.
- 6.3 Innovations and cost advantage.
- 6.4 Innovation and Market Structure.

Lesson 7. Innovation, transfer of technology and *spillovers*

- 7.1 Protection of innovators. Patents.
- 7.2 Transfer of technology.
- 7.3 Technology Foresight.
- 7.4 R&D Spillovers and Cooperative R&D.

Lesson 8. Benchmarking and technological innovation.

- 8.1 Benchmarking: Definition, types and stages.
- 8.2 Benchmarking and technological innovation.
- 8.3 DEA (Data Envelopment Analysis) theoretical framework.
- 8.4 DEA Samples with R software.

Methodology

The subject is developed in theory sessions (lecturer class) and problem-solving sessions and applications, which are worked on the collection of problems for each topic. These sessions are participatory and can be done in the computer room.

Development plan

Week	Methodology	Lesson	In- person Hours	Online Hours	Independent student work Hours	Lecturer
W.1	Lecture	L 1. Aggregated production		2	6	Natalia Aldaz
	Lecture	L 1. Aggregated production	2			
W. 2	Lecture	L 2. Technology and cost		2	6	
	Exercises	L1	2			
W. 3	Lecture	L2. Technology and cost		2	6	
	Practice	Exercises	2			
W. 4	Exercises	L2	2		6	
	Lecture	L3. Market Structure		2		
W. 5	Exercises	L3		2	6	
	Practice	Group exercise Assessment (P1)	2			
W. 6	Lecture	L4. Strategic interaction of firms	2		6	
	Exercises	L4		2		
W. 7	Lecture	L4. Strategic interaction of firms	2		6	
	Exercises	L4		2		
W. 8	Lecture	L4. Strategic interaction of firms	2		6	
	Practice	Group exercise Assessment (P2)		2		
W. 9	Assessment Midterm exam	L1-L4	2		6	
W. 10	Lecture	L5. Other firm interaction models	2		6	
	Exercises	L5		2		
W. 11	Lecture	L6. Innovation	2		6	
	Exercises	L6		2		
W. 12	Lecture	L 7. Innovation, transfer of technology and <i>spillovers</i>		2	6	

	Lecture	L 7. Innovation, transfer of technology and <i>spillovers</i>	2			
W. 13	Practice	Group exercise Assessment (P3)	2		6	Natalia Aldaz
	Lecture	L8. <i>Benchmarking</i> and innovation		2		
W. 14	Lecture	L8. <i>Benchmarking</i> and innovation		2	6	
	Exercises	L8	2			
W.15	Practice	Group exercise Assessment (P4)		2	6	
	Practice	Group exercise Assessment (P4)	2			
W. 16-19	Assessment Final exam	L1-L8	2			
	Assessment make-up exam	L1-L8	2			

Evaluation

Objectives	Assessment activity	%	Date		Minumun grade
Lessons 1-4	A1	35	Week 9	Compulsory/individual	No
Lessons 1-8	A2 written exam	45	Weeks 16 - 17	Compulsory/individual	≥ 4.5 out of 10
Lessons 1-8	AP Exercices deliveries	20	During the term (class time)	Compulsory/Group or individual	No
	AR Make up exam	80	Week 19		≥ 4.5 out of 10

- The A1, A2 and AP assessment activities are mandatory.
- During weeks 9 and 16/17 the scheduled assessment tests A1 and A2 (face-to-face and individual written exams) are carried out. Each of these tests has a weight of 35% and 45%, respectively, on the final mark. The A2 test evaluates all the contents of the subject.
- The practical grade represents 20% of the final grade for the subject and is calculated as the average of the grades corresponding to the different exercises (3 or 4) proposed throughout the course. These tests will be done during class time and will be announced 15 days in advance.
- To take into account the practical grade (20%), the A2 exam grade must be equal or higher than 4.0.
- The course is passed with a final grade equal to or greater than 5.0.
- If the final grade is less than 5.0, during week 19, it will be possible to recover the grade (AR). The recovery will be done through a face-to-face (individual) written exam of the total contents of the subject and with a weight of 80% of the final grade.
- If necessary, the virtual campus videoconference and test tools could also be used.
- Alternative assessment when the student has given up the continuous evaluation: The subject will be evaluated by an individual and face-to-face written exam of the total content. The subject is passed with a

grade equal or higher than 5.0 in this exam. The date to take this test will be the one provided by the Head of Studies for the A2 test. This mark can be recovered in the recovery exam (AR) on the date scheduled by the Head of Studies.

Bibliography

Basic Bibliography

- Lynne 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.