

Документ подписан простой электронной подписью
Информация о владельце:
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Должность: Ректор
Дата подписания: 17.05.2024 16:55:46
Уникальный программный ключ:
ca953a0120d891083f939673078ef1a989dae18a

**Federal State Autonomous Educational Institution for Higher Education
PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA NAMED AFTER PATRICE
LUMUMBER
(RUDN University)**

Department of National economy

COURSE SYLLABUS

Economics of industry markets

Recommended by MSSN for the field:

38.04.01 «Economy»

The course instruction is implemented within the professional education programme of higher education

«International Business»

2024 г.

1. THE COURSE GOALS

The goal of the course: to acquaint students with theoretical and practical issues of the industrial markets.

The objectives of the course are:

- The Welfare Economics of Market Power.
- Market delineation. Measuring of market structures.
- Entry barriers.
- Strategic Behavior. Entry Deterrence. Predation.
- Product differentiation.
- Information asymmetry.

2. REQUIREMENTS FOR LEARNING OUTCOMES

Mastering the course "ECONOMICS OF INDUSTRY MARKETS" is aimed at developing the following competencies (parts of competencies):

Table 2.1. The list of competencies formed by students in the mastering the COURSE

Competence code	Competence	Competence achievement indicators (within this course)
UC-1	Able to carry out a critical analysis of problem situations based on a systematic approach, to develop a strategy of actions.	UC-1. Able to carry out a critical analysis of problem situations based on a systematic approach, to develop a strategy of actions. UC-1.1. Analyzes the task, pointing out its basic components; UC-1.2. Determines and ranks the information required to solve the task; UC-1.3. Searches for information to solve the task by various types of queries; UC-1.4. Offers solutions to the problem, analyzes the possible consequences of their use; UC-1.5. Analyzes the ways of solving problems of ideological, moral and personal character based on the use of basic philosophical ideas and categories in their historical development and socio-cultural context
GPC-1	GPC-1. Able to apply knowledge (at an advanced level) of fundamental economics in solving practical and/or research problems.	GPC-1.1. Has fundamental knowledge in the field of economics. GPC- 1.2. Able to use fundamental knowledge to solve applied and/or research problems. GPC- 1.3. Has the skills to choose methods for solving practical and research problems based on fundamental economic knowledge.
PC-1.	Able to analyze and forecast the main socio-economic indicators of the enterprise, industry, region	PC 1.1. Able to prepare analytical materials for the evaluation of economic policy measures and strategic decision-making at the micro and macro levels;

Competence code	Competence	Competence achievement indicators (within this course)
	and the economy as a whole	PC 1.2. Able to analyze and use various sources of information for economic calculations PC 1.3 Able to make a forecast of the main socio-economic indicators of the enterprise, industry, region and the economy as a whole;
PC-2.	Able to develop design solutions, strategies for the behavior of economic agents and evaluate their effectiveness.	PC-2.1 Able to independently prepare assignments and develop design solutions taking into account the uncertainty factor, as well as proposals and measures for the implementation of developed projects and programs; PC-2.2. Able to evaluate the effectiveness of projects taking into account the uncertainty factor PC-2.3 Able to develop strategies for the behavior of economic agents in various markets.
PC-3.	Able to independently carry out research activities and critically evaluate the results obtained	PC-3.1 Able to generalize and critically evaluate the results obtained by domestic and foreign researchers, identify promising areas, and draw up a research program; PC-3.2 Able to substantiate the relevance, theoretical and practical significance of the chosen topic of scientific research; PC-3.3 Able to conduct independent research in accordance with the developed program and present the results to the scientific community in the form of an article or report

3. Course in Higher Education Programme Structure

The Course " ECONOMICS OF INDUSTRY MARKETS" refers to the Optional Disciplines formed by the participants in the educational relations of the block Higher Education Programme Structure

As part of the Higher Education Programme Structure , students also master other disciplines and / or practices that contribute to the achievement of the planned results of mastering the Course " ECONOMICS OF INDUSTRY MARKETS ".

Table 3.1. The list of components of the Higher Education Program Structure that contribute to the achievement of the planned results of mastering the Course

Competence code	Competence	Previous Disciplines (Modules) *	Subsequent Disciplines (Modules)*
UC-1.	Able to carry out a critical analysis of problem situations based on a systematic approach, to develop a strategy of actions.		Management of sustainable business development Business' evaluation and company's cost management
GPC-1.	Able to apply knowledge (at an advanced level) of fundamental economics in solving	Microeconomics;Macroeconomics;Econometrics;	Corporate innovation policy;Commercialization of Start-up Projects;International business

Competence code	Competence	Previous Disciplines (Modules) *	Subsequent Disciplines (Modules)*
	practical and/or research problems.		management;Custom and tariff regulation;International labour and migration market;Business' evaluation and company's cost management;Global innovations in International Business
PC-1.	Able to analyze and forecast the main socio-economic indicators of the enterprise, industry, region and the economy as a whole	Business' evaluation and company's cost management International business management	Doing business in Russia Corporate governance
PC-2.	Able to develop design solutions, strategies for the behavior of economic agents and evaluate their effectiveness.	Business' evaluation and company's cost management International business management	Doing business in Russia Corporate governance
PC-3.	Able to independently carry out research activities and critically evaluate the results obtained	Business' evaluation and company's cost management International business management	Doing business in Russia Corporate governance

* - filled in in accordance with the matrix of competencies

4. Course Workload and Academic Activities

Course Workload and Academic Activities 4 credits.

Table 4.1. Types of academic activities during the period of the HE program(me) mastering

Types of academic activities during the period of the HE programmastering	Course workload, academic hours	Semesters			
		1	2	3	4
<i>Contact academic hours</i>	36		36		
lectures	18		18		
Seminars	18		18		
<i>Self-study, academic hours</i>	63		63		
<i>Evaluation and assessment</i>	9		9		
Course workload	academic hours	108	108		
	credits	3	3		

5. CONTENT OF THE DISCIPLINE

Table 5.1. The content of the course (module) by type of educational work

Name of the course module	Contents of the module (topic)	Types of academic activities
Module 1. The Welfare Economics of Market Power.	Traditional microeconomic approach to assessing the public loss from the monopolization of the industry.	lectures Seminars
	Firm's domination in the market. The problems of assessing the influence of market power on public welfare.	lectures Seminars
	The Model of contestable markets. Conditions for the existence of the contestable markets. Limitations of the model.	lectures Seminars
Module 2. Market delineation. Measuring of market structures.	Types of market boundaries. Approaches to determining the product market boundaries	lectures Seminars
	Measurement of market structures. Indicators of industry concentration. The relationship between concentration and market power.	lectures Seminars
	Indicators of market power. Factors of market power.	lectures Seminars
Module 3. Entry barriers.	Concepts of industrial barriers, their significance and characteristics.	lectures Seminars
	Exogenous (Non-strategic) barriers.	lectures Seminars
	Empirical research of industry barriers	lectures Seminars
Module 4. Strategic Behavior. Entry Deterrence. Predation.	The Principles of Strategic Behavior.	lectures Seminars
	Options for the strategic behavior of incumbent firms and entrant firms.	lectures Seminars
	Predation: types of predatory behavior of firms. Impact of predation on public welfare	lectures Seminars
Module 5. Product differentiation.	Introduction. Product differentiation: characteristics and consequences for the firm and the consumer. Measuring product differentiation. Horizontal and vertical product differentiation. Models of spatial differentiation of a product.	lectures Seminars
	The Model of vertical product differentiation. Advertising and Market Power.	lectures Seminars
Module 6. Information asymmetry.	Introduction. Quality and information. Price dispersion and search theory.	lectures Seminars
Module 7. Price discrimination.	Introduction. Linear Pricing & Nonlinear Pricing. Forms Of Consumer Sorting.	lectures Seminars

6. Classroom Equipment and Technology Support Requirements

Table 6.1. Classroom Equipment and Technology Support Requirements

Classroom for Academic Activity Type	Classroom equipment	Specialized educational / laboratory equipment, software and materials for mastering the discipline
Lecture	Classroom, equipped with a set of specialized furniture; whiteboard; a set of devices includes portable multimedia projector, laptop, projection screen, stable wireless Internet connection..	Laptop, projector, board, screen Software: Microsoft Windows, MS Office / Office 365, MS Teams, Chrome (latest stable release), Skype
Seminars	Classroom, equipped with a set of specialized furniture; whiteboard; a set of devices includes portable multimedia projector, laptop, projection screen, stable wireless Internet connection.	Laptop, projector, board, screen Software: Microsoft Windows, MS Office / Office 365, MS Teams, Chrome (latest stable release), Skype
Self-studies	Classroom, equipped with a set of specialized furniture; whiteboard; a set of devices includes portable multimedia projector, laptop, projection screen, stable wireless Internet connection.	Laptop, projector, board, screen Software: Microsoft Windows, MS Office / Office 365, MS Teams, Chrome (latest stable release), Skype

7. Recommended Sources for Course Studies

- *Main reading(sources)*

1. Social and Marketing Aspects of Relationship Shaping on the Cross-Border Market for Cultural Services 2024 Wroblewski, LukaszИздательство: Logos Verlag Berlin; Logos Verlag Berlin175 стр. ISBN: **9783832557768**

<https://directory.doabooks.org/handle/20.500.12854/134265>.

2. International Financial Markets and Monetary Policy 2023 Издательство: MDPI - Multidisciplinary Digital Publishing Institute268 стр. ISBN: **9783036568942,9783036568959**

3. Rozanova, N. M. Industrial Economics : manual for bachelors: [for students of higher education institutions on economic specialties] / N. M. Rozanova; Vyssh. school of economy, National research un-t. — М.: Юрайт, 2013. — 906 pages

- Electronic libraries with access for RUDN students .

www.wto.org – Official website of the World Trade Organization (WTO)

www.worldbank.org – Official website of the World Bank (WB)

www.ilo.org – Official website of the International Labour Organization (ILO)

www.imf.org – Official website of the International Monetary Fund (IMF)

[http://www . iom.int](http://www.iom.int) / - Official website of the International Organization for Migration (IOM)

<http://www.un.org> / - Official website UN

<http://www.unctad.org> / - Official website of UNCTAD

Databases and search engines

. ЭБС РУДН и сторонние ЭБС, к которым студенты университета имеют доступ на основании заключенных договоров:

- RUDN Electronic Library System - RUDN EBS <http://lib.rudn.ru/MegaPro/Web>

- ELS "University Library Online" <http://www.biblioclub.ru>
- EBS Yurayt <http://www.biblio-online.ru>
- ELS "Student Consultant" www.studentlibrary.ru
- EBS "Lan" <http://e.lanbook.com/>

2. Databases and search engines:

- electronic fund of legal and normative-technical documentation
<http://docs.cntd.ru/>
- Yandex search engine <https://www.yandex.ru/>
- Google search engine <https://www.google.ru/>
- abstract database SCOPUS <http://www.elsevierscience.ru/products/scopus/>

Educational and methodological materials for independent work of students in the development of the discipline/module:*

1. A course of lectures on the discipline "GLOBAL INNOVATIONS IN INTERNATIONAL BUSINESS".

2. Topics for independent reports

3. Essay Topics

* - all educational and methodological materials for independent work of students are placed in accordance with the current procedure on the page of the discipline in TUIS!


<https://esystem.rudn.ru/course/index.php?categoryid=833>

8. EVALUATION MATERIALS AND SCORE-RATING SYSTEM FOR ASSESSING THE LEVEL OF FORMATION OF COMPETENCES IN THE COURSE

Evaluation materials and a point-rating system* for assessing the level of competence formation (part of competences) based on the results of mastering the discipline "ECONOMICS OF INDUSTRY MARKETS" are presented in the Appendix to this Work Program of the discipline.

*** - OM and BRS are formed on the basis of the requirements of the relevant local normative act of the Peoples' Friendship University of Russia.**

Associate Professor of the Department  _____ N.A. Shuvalova

Associate Professor of the Department
Program Supervisor  _____ R.O. Voskerichyan

Head of the Department of
National Economy, Professor  _____ Y.N. Moseykin

