University of Gdańsk

Subject card

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| Subject name and code | Industrial Organization, PG_00199345 | | |
| Field of study | Economics | | |
| Date of commencement of studies | October 2026 | Academic year of realisation of subject | 2026/2027 |
| Education level | Master's studies | Subject group | Obligatory subject group in the field of study<br>Optional subject group<br>Subject group related to scientific research in the field of study |
| Mode of study | full-time studies | Mode of delivery | at the university |
| Year of study | 1 | Language of instruction | Polish |
| Semester of study | 2 | ECTS credits | 1.0 |
| Learning profile | academic | Assessment form | exam |
| Conducting unit | Department of International Economics and Economic Development -> Faculty of Economics -> Rector | | |
| Name and surname of lecturer (lecturers) | Subject supervisor | dr Jakub Kwiatkowski | |
| | Teachers | dr Jakub Kwiatkowski | |

| Lesson types | Lesson type | Lecture | Tutorial | Laboratory | Project | Seminar | SUM |
|---|---|---|---|---|---|---|---|
| | Number of study hours | 15.0 | 0.0 | 0.0 | 0.0 | 0.0 | 15 |
| | E-learning hours included: 0.0 | | | | | | |

| Learning activity and number of study hours | Learning activity | Participation in didactic classes included in study plan | Participation in consultation hours | Self-study | SUM |
|---|---|---|---|---|---|
| | Number of study hours | 15 | 2.0 | 8.0 | 25 |

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| Subject objectives | The subject allows to learn the basics of industrial organization, including modern processes that determine the relationship between the market structure, the functioning of enterprises and their efficiency. The most important tools used by companies to assess attractiveness are presented the sector, and their competition. As a consequence, students will acquire knowledge combining enriched academic considerations about the most interesting cases of global business |

Learning outcomes

| Course outcome | Subject outcome | Method of verification |
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| [EKONMU2_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; can assess risks and threats and find ways of counteracting their effects | is ready to think about industrial organization and act in an entrepreneurial way;<br>adapts to new situations and conditions, takes up creative challenges<br>thinking, acquires resistance to failure, is able to assess and find risks and threats<br>ways to counteract their effects, while any doubts discusses during the office hours | [SK4] test/exam - oral or written |
| [EKONMU2_U02] can use acquired knowledge to describe and analyse the causes and course of economic and social processes and phenomena, and can formulate his/her own opinions and critically select data and analysis methods based on the achievements of economic and social sciences | is able to use his knowledge of industrial organization and politics competition to describe and analyze the causes and course of processes and phenomena economic and social and is able to formulate their own opinions and make critical choices<br>data and analysis methods based on the achievements of economic and social sciences | [SU4] test/exam - oral or written |
| [EKONMU2_U08] can independently analyse economic and social phenomena and processes, and can perform a theoretically deepened assessment of such phenomena, using appropriately selected research method | is able to independently analyze economic and social phenomena and processes<br>ability to theoretically in-depth assessment of these phenomena, with appropriate application selected research method in the field of industrial organization | [SU4] test/exam - oral or written |
| [EKONMU2_W02] has an in-depth knowledge of various types of existing economic entities and organisations as well as an extended knowledge of public institutions | has in-depth knowledge of various types of existing entities, market structures and<br>economic organizations and expanded knowledge about the functioning of competitive market | [SW4] test/exam - oral or written |
| [EKONMU2_W04] has an in-depth knowledge of different types of economic and social ties and regularities governing them; has an in-depth knowledge of economic and financial ties between enterprises | knows various types of economic ties, in particular market competition and<br>social and the regularities between them, has in-depth knowledge of<br>scope of economic and competitive ties between enterprises | [SW4] test/exam - oral or written |
| [EKONMU2_W03] has a knowledge of relations between economic phenomena, entities and organisations as well as public institutions functioning in the national, international and intercultural spheres | has in-depth knowledge of the relationships between entities, markets and organizations economic and public institutions operating in the national sphere, international, in particular in the field of competition policy | [SW4] test/exam - oral or written |
| [EKONMU2_K05] correctly identifies, diagnoses and solves advanced dilemmas and alternative solutions related to the profession | correctly identifies, diagnoses and resolves dilemmas about the organization<br>industrial sector and various variants of solutions related to the performance of the profession | [SK4] test/exam - oral or written |

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| Subject contents | 1. Production decisions of enterprises in the context of market conditions; Production decisions of enterprises - analysisgeneral; optimization of production decisions based on marginal analysis, marginal cost and marginal revenue; functionproduction; total and average costs in the short and long term; sunk costs and their importance, constant, increasing and decreasingreturns to scale; production decisions in the short and long term); the impact of demand conditions on market decisionsenterprises.2. Market structures and competitive advantages; Market - definitions, market structure, market efficiency. Forms of competition onmarket. Barriers to entry and exit. Market power and its effects. Market domination. Degree of market concentration - measures. Forcemarket position of the entity. The condition of market equilibrium. Conditions for maximizing profit and breaking even. Behaviorseconomic entities and production decisions in conditions of various market structures; absolute advantage, advantagerelative, competitive advantage; behavior of enterprises in conditions of various market structures and their impact on advantagescompetitive - analysis of competitive advantages and competitive strategies in the context of the sector environment. Analysismarket environment.3. Selection of market strategies by the enterprise; Market strategies - theoretical aspects, definitions, types - strategiesgeneric Porter (low cost, differentiated, focused); selection of strategy in the context of environmental conditionseconomic and market structure of the competitive environment. Strategy games.<br><br>In order to develop the concepts discussed during the lectures, students can take advantage of consultations. |
| Prerequisites and co-requisites | |

**Assessment methods and criteria**

| Subject passing criteria | Passing threshold | Percentage of the final grade |
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| Exam | 51.0% | 100.0% |

**Recommended reading**

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| Basic literature | Waldman, Jensen (2017) Industrial Organization, Longman, Boston.<br><br>Cabral (2019) Instroduction to industrial organization, MIT Press, Cambridge - London.<br><br>Kwiatkowski (2021) Wpływ luki technologicznej na intensywność wymiany handlowej krajów OECD. Wydawnictwo Uniwersytetu Gdańskiego.<br><br>Brodzicki, T. (2019). The intensity of market competition and the innovative performance of firms. *Innovation*, *21*(2), 336-358.<br>Autor, D., Dorn, D., Katz, L. F., Patterson, C., & Van Reenen, J. (2020). The fall of the labor share and the rise of superstar firms. *The Quarterly journal of economics*, *135*(2), 645-709. |
| Supplementary literature | Krugman, Wells (2012), Mikroekonomia, PWE, Warszawa. Czarny (2006), Mikroekonomia, PWE, Warszawa. |
| eResources addresses | |

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| Example issues/ example questions/ tasks being completed | |
| Work placement | Not applicable |

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