

2019.FS

Module Name: Competition Policy: EU, US and Switzerland			
Module Code	w.BA.XX.2CP.XX		
Module Description	<p>Competition Policy: E.U., U.S., and Switzerland aims at explaining the economic, legal, and historical foundation of European, US, and Swiss competition policy and its enforcement. Competition policy consists mainly of antitrust and merger & acquisition (M&A) policy. The antitrust side focuses on types of legal and illegal economic conduct, excluding M&A enforcement. Investigated legal and illegal horizontal firm cooperation are, for example, collusion, cartels, (research and development (R&D), production and distribution) joint ventures and strategic alliances. Internationally, cases involve detected cartels in the pharmaceutical, transport, and food industry, but also strategic alliances in the airline industry. Classic examples of vertical conduct are patents, trademark licensing agreements, (exclusive) distribution and franchising agreements, often involving the retail and IT industry. Prominent monopoly and dominant position cases involved large IT giants such as Google, Microsoft, Apple, but also former state monopolies in the energy market. Critically debated M&A cases involve international conglomerates (e.g., General Electric/Honeywell, Sony/BMG) and national champions (e.g., Migros/Denner, VW/Audi/Seat) which receive great media attention. The module starts with an introduction to industrial economics and strategy (i.e., theoretic models of competition). Students should have taken an introductory course in (micro-) economics. The module continues by discussing the historical background and the main objectives of competition policy. Next, the legal framework is explained for all antitrust enforcement regimes and agencies (i.e., Swiss Competition Commission, European Commission, US Federal Trade Commission, and US Department of Justice). Finally, students evaluate, present, and critically discuss prominent cases of competition law in Europe, the U.S, and Switzerland. The core objective of the module is for students to understand the legal and economic foundation of competition policy, while applying their newly acquired knowledge in analyzing prominent international cases from an interdisciplinary perspective.</p>		
Program and Specialization	<ul style="list-style-type: none"> § Business Administration - Accounting, Controlling, Auditing § Business Administration - Banking and Finance § Business Administration - Banking and Finance (PiE) § Business Administration - Economics and Politics § Business Administration - General Management § Business Administration - General Management (PiE) § Business Administration - Risk and Insurance § Business Law § International Management 		
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009		
Module Category	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">Module Type: Compulsory Elective</td> <td style="width: 40%;">Program Phase: Main Study Period</td> </tr> </table>	Module Type: Compulsory Elective	Program Phase: Main Study Period
Module Type: Compulsory Elective	Program Phase: Main Study Period		
ECTS	3		
Organizational Unit	W Fachstelle Wirtschaftspolitik Ltg.		
Module Coordinator	Andrea Maria Günster (gues)		
Deputy Module Coordinator	Christian Berger (bere)		
Prerequisite Knowledge	Basic (micro-) economics		
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> § Professional Competence § Methodological Competence § Social Competence § Self-Competence 		
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> Professional Competence <ul style="list-style-type: none"> § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence <ul style="list-style-type: none"> § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation 		

	<p>Social Competence</p> <ul style="list-style-type: none"> § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective <p>Self-Competence</p> <ul style="list-style-type: none"> § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change 	
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> § are able to analyze markets in terms of competition (i.e., perfect, oligopolistic; monopolistic market forms and monopoly). § are able to understand the most often used strategic tools of horizontal cooperation (e.g., collusion, joint venture, strategic alliance, merger and acquisition). § are able to understand the most often used strategic tools of vertical conduct (e.g., franchise contracts, exclusive distribution agreements, royalty rebates, bundling, and tying). § are able to understand the most often used abusive practices exercised by dominant firms (e.g., tying and bundling, price margin squeeze, predatory pricing). § know the relevant legal workhorses in terms of the law (i.e., U.S., E.U. and Swiss legal articles and supplementing regulations). § receive an introduction to the history of competition policy internationally and its implementation in the U.S., E.U. and Switzerland. § get insights into evaluating competition policy and its effectiveness at the firm, industry, and country level. § get insights into how firm profitability (e.g., stock price, return on asset), innovation (e.g., R&D expenditures, patents) and efficiency (e.g., total factor productivity) are affected by competition (policy). § get insights into how industry performance is affected by whether and how consumers benefit from competition (policy). § get insights into how economic growth and inequality are affected by competition (policy). § are able to critically analyze existing cases in terms of legal and economic reasoning, preparing them for application outside the classroom. 	
Module Content	<ul style="list-style-type: none"> § The module starts with an introduction to industrial economics and strategy (i.e., theoretic models on competition and cooperation). § Second, the historical background and the main objectives of competition policy are discussed. § Third, its legal setup is explained for all antitrust enforcement regimes and agencies (i.e., Swiss Competition Commission, European Commission, US Federal Trade Commission and the US Department of Justice). § Fourth, we will discuss the efficiency and effectiveness of competition (policy) at the firm, industry, and country level. § Finally, students evaluate, present, and critically discuss prominent cases of competition law in Europe, the US, and Switzerland. 	
Links to other modules	<p>The content of this module is linked to the following modules:</p> <ul style="list-style-type: none"> w.BA.XX.1ECO-IM.XX w.BA.XX.1ECON-IM.XX w.BA.XX.1IE-IM.XX w.BA.XX.1Int1-EP.XX w.BA.XX.1Int2-EP.XX w.BA.XX.1IPE.XX w.BA.XX.1VWL1-BL.XX w.BA.XX.1VWL3-PiE.XX w.BA.XX.2Mikro.XX w.BA.XX.2Mikro-flex.XX 	
Methods of Instruction	<ul style="list-style-type: none"> § Lecture § Interactive Instruction § Case Studies § Problem-Oriented Teaching § Project Work 	<p>Social Settings Used: Group Work</p>
Digital Resources	<ul style="list-style-type: none"> § Reader § Teaching Materials 	

Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study	
Large Class	-	-		
Small Class	28 h	20 h		
Group Instruction	-	-		
Practical Work	-	20 h		
Seminar	-	-		
Total	28 h	40 h	22 h	
Performance Assessment				
End-of-module exam	Form	Length (min.)	Weighting	
-	-	-	-	
Permitted Resources	-			
Others				
	Assessment	Length (min.)	Weighting	
Talk/oral presentation	Grade	20	20,00%	
Written Assignment	Grade	-	80,00%	
Classroom Attendance Requirement	-			
Language of Instruction/Examination	English			
Compulsory Reading	-			
Recommended Reading	<p>§ Russo, F., Schinkel, M., Günster, A. & Carree, M. (2010). European Commission Decisions on Competition: Economic Perspectives on Landmark Antitrust and Merger Cases. 1st edition. Cambridge: Cambridge University Press. ISBN 978-0-521-11719-7. - Extractions of the book.</p> <p>§ Motta, M. (2004). Competition Policy. 1st edition. Cambridge: Cambridge University Press. ISBN 978-0521016919. - Extractions of the book.</p> <p>§ Martin, S. (1993). Industrial Economics: Economic Analysis and Public Policy. 2nd edition. Macmillan USA. ISBN 978-0023767869. - Extractions of the book.</p> <p>§ Carree, M., Günster, A. & Schinkel, M. (2010). European Antitrust Policy 1957-2004: An Analysis of Commission Decisions. Review of Industrial Organization, 36 (2), pp. 97-131.</p> <p>§ Duso, T., Neven, D. & Röller, L. (2007). The Political Economy of European Merger Control: Evidence using Stock Market Data. Journal of Law & Economics, 50 pp. 455-489.</p> <p>§ Gallo, J., Dau-Schmidt, K., Craycraft, J. & Parker, C. (2000). Department of Justice Antitrust Enforcement, 1955-1997: An Empirical Study. Review of Industrial Organization, 17 pp. 75-133.</p> <p>§ Ghosal, V. & Gallo, J. (2001). The Cyclical Behavior of the Department of Justice Antitrust Enforcement Activity. International Journal of Industrial Organization, 19 pp. 27-54.</p> <p>§ Günster, A. & van Dijk, M. (2016). The impact of European antitrust policy: Evidence from the stock market. International Review of Law and Economics, 46 pp. 20-33.</p> <p>§ Buccirossi, P., Ciari, L., Duso, T., Spagnolo, G. & Vitale, C. (2013). Competition Policy and Productivity Growth: An Empirical Assessment (with Paolo Buccirossi, Lorenzo Ciari, Giancarlo Spagnolo, and Cristiana Vitale), , 2013, 95, 4, 1324-1336. The Review of Economics and Statistics, 95 (4), pp. 1324-1336.</p>			
Comments	-			