

Organizations & Markets						
Kennnummer	Workload	Credits/LP	Studiensemester	Häufigkeit des Angebots	Dauer	
IMM 3	270 Std.	9	1	Nur Wintersemester	1 Semester	
1	Lehrveranstaltungen		Sprache	Kontaktzeit	Selbststudium	Geplante Gruppengröße
	a) Managerial Economics		a) English	a) 22,5 Std.	a) 112,5 Std.	a) 15
	b) Managing Organizations in Complex Environments		b) English	b) 22,5 Std.	b) 112,5 Std.	b) 15
2	<p>Lernergebnisse/Kompetenzen</p> <p>Nach erfolgreicher Teilnahme am Modul können die Studierenden ...</p> <p>Analyse (4) assess the competitive environment in which firms operate with a special focus on the determinants and the impact of imperfect competition and market power. assess the contribution of different theoretical models to better understand firm´s behaviour and to improve managerial practice compare the major approaches of organizational theory and industrial economics, and recognize their importance for managerial decision making.</p> <p>Synthese (5) develop the capacity to identify, analyze, and successfully address managerial challenges from a broadly informed perspective explain the regulatory environment in which firms operate (in particular, public policies towards monopolistic market structures and anti-competitive behaviour).</p> <p>Evaluation / Bewertung (6) evaluate the range and problems of firms' organizational alternatives. relate the different coordination requirements for firms – via internal organization and via the incorporation into markets.</p>					
3	<p>Inhalte</p> <p>a)</p> <ul style="list-style-type: none"> - Competitive and the regulatory environment of markets in which firms operate - Basic concepts of industrial organization theory - Determinants, the impact, and the regulation of imperfect competition and market power - Determinants of market structure (e.g. barriers to entry) - Firms' business strategies (e.g. pricing, R&D activities, collusive behavior), their impact on market performance (prices, output, technological progress, etc.), and the interlinkages between market structure, firms' conduct, and market performance 					

	<ul style="list-style-type: none"> - Examination of public policies in major OECD countries (competition policy and market regulation) towards highly concentrated market structures and anti-competitive behavior <p>Competition in high-technology markets which is characterized by a strong “natural” tendency towards monopolistic market structures caused by large demand-side network effects and significant supply-side economies of scale.</p> <ul style="list-style-type: none"> b) - Critical evaluation of different theoretical approaches to organization and management <ul style="list-style-type: none"> - Transaction Cost Economics - Resource Based View of the Firm - Possible organizational responses to accelerated change - Dynamics of organizational boundaries and interorganizational collaboration - Strategic positioning, dynamic capabilities and organizational routines - New leadership approaches
4	<p>Lehrformen</p> <ul style="list-style-type: none"> a) Seminar b) Seminar
5	<p>Teilnahmevoraussetzungen</p> <p>Undergraduate level knowledge of Business Strategy, Introduction to Organization Theory, Foundations of Microeconomics</p>
6	<p>Prüfungsformen</p> <p>Modulprüfung Organizations & Markets 1K (Klausur) (9 LP)</p>
7	<p>Verwendung des Moduls</p> <p>International Management M.Sc. (IMM)</p>
8	<p>Modulbeauftragte/r und hauptamtlich Lehrende</p> <p>Prof. Dr. Eva Kirner (Modulverantwortliche/r)</p>

9

Literatur

- a) Lipczynski, J., J. Wilson, and J. Goddard (2009), *Industrial Organization: Competition, Strategy, Policy*, FT Prentice Hall, 3rd edition.
- Pepall, L, D. Richards, and G. Norman (2008), *Industrial Organization: Contemporary Theory and Empirical Applications*, Blackwell Publishing, 4th edition.
- Scherer, F. M., and D. Ross (1990), *Industrial Market Structure and Economic Performance*, Houghton Mifflin, 3rd edition .
- Arthur, W. B. and K. J. Arrow (1994), *Increasing Returns and Path Dependence in the Economy*, University of Michigan Press, Ann Arbor.
- Liebowitz, S. J. and S. E. Margolis (1999), *Winners, Losers & Microsoft*, Oakland: The Independent Institute. Pindyck, R. S. and D. L. Rubinfeld (2010), *Microeconomics*, Pearson Prentice Hall, New Jersey, 7th edition.
- b) Penrose, E. (2009): *The Theory of the Growth of the Firm*. Fourth edition. Oxford University Press. Selected chapters: pp. ix-xxxix (Introduction by C. Pitelis); pp. 1-38 (Chapters I, II and III); pp. 78-171 (Chapters VI, VII and VIII); pp. 189-200 (Chapter X).
- Nelson, R.R., Winter, S.G. (1982): *An Evolutionary Theory of Economic Change*. Harvard. Selected chapters: pp. 1-138 (the first 5 chapters).
- Teece, D.J. (2010): *Business Models, Business Strategy and Innovation*. In: *Long Range Planning* 43, pp. 172-194.
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