



Universidade Presbiteriana

Mackenzie

CCSA - Centro de Ciências Sociais e Aplicadas

Programa de Pós-Graduação em Economia e Mercados

Course Syllabus

Department/Faculty Applied Social Science Center
Graduate Program Economics and Markets – Professional Master's
Degree <input type="checkbox"/> Academic Master's <input type="checkbox"/> Doctorate (PhD) <input checked="" type="checkbox"/> Professional Master's
Course Name Sectorial Economy and Regulation
Professor(s)
Office hours 48 hours
Course Overview <p>Comparison between Traditional Industrial Economy and the New Industrial Economy. Study on strategic interaction and non-cooperative games. Analysis of issues related to prevention of entry strategy. Research on product differentiation. Characterization of pricing strategies. Research on competition defense, antitrust policies and economic regulation. Study on innovation, learning and evolution of companies.</p>
Topics outline <p>Comparison between Traditional Industrial Economy and the New Industrial Economy. Study on strategic interaction and non-cooperative games. Analysis of issues related to prevention of entry strategy. Research on product differentiation. Characterization of pricing strategies. Research on competition defense, antitrust policies and economic regulation. Study on innovation, learning and evolution of companies.</p>
Letter Grade Assignment Grade A (Excellent) Grade B (Good) Grade C (Satisfactory) Grade D (Unsatisfactory)



Texts, Materials, and supplies

Bibliography:

Basic:

CABRAL, Luis. Economía industrial. Madrid: McGraw-Hill, 1997.

DOSI, Giovanni. Mudança técnica e transformação industrial: a teoria e uma aplicação à indústria dos semicondutores. São Paulo: Ed. UNICAMP, 2006.

FIANI, Ronaldo. Teoria dos Jogos - com Aplicação em Economia, Administração e Ciências Sociais. 2ª Edição. São Paulo-SP: Campus, 2006.

KIM, Linsu; NELSON, Richard R. (Org.). Tecnologia, aprendizado e inovação: as experiências das economias de industrialização recente. São Paulo: Ed. UNICAMP, 2005.

KUPFER, David. Economia industrial: fundamentos teóricos e práticas no Brasil. Elsevier, 2002.

MOWERY, David C.; ROSENBERG, Nathan. Trajetórias da inovação: a mudança tecnológica nos Estados Unidos da América do século XX. Campinas, SP: Ed. UNICAMP, 2005.

NELSON, Richard R. As fontes do crescimento econômico. São Paulo: Ed. UNICAMP, 2006.

NELSON, Richard R.; WINTER, Sidney G. Uma teoria evolucionária da mudança econômica. Campinas, SP: Ed. UNICAMP, 2005.

PENROSE, Edith; SZMRECSÁNYI, Tamás. A teoria do crescimento da firma. Campinas, SP: Ed. UNICAMP, 2006.

SHY, Oz. Industrial organization: theory and applications. MIT press, 1995.

TIROLE, Jean. The theory of industrial organization. MIT press, 1988.