

Industrial Economics <i>Industrieökonomik</i>								Modulnummer: BWL-6	
Bachelor Pflicht <input checked="" type="checkbox"/> Winf-Schwerpunkt-Pflicht <input type="checkbox"/> Winf-Schwerpunkt-Wahlpflicht <input type="checkbox"/> Winf-Wahl <input type="checkbox"/>					Schwerpunkt Computational Finance <input type="checkbox"/> E-Business <input type="checkbox"/> IT-Management <input type="checkbox"/> Logistik <input type="checkbox"/>				
Anzahl der SWS	V	UE	K	S	Prak.	Proj.	Σ	Kreditpunkte: 6	Turnus jährlich (SoSe)
	2	0	0	0	0	0	2		
Formale Voraussetzungen: Keine									
Inhaltliche Voraussetzungen: -									
Vorgesehenes Semester: 6. Semester									
Sprache: Englisch									
Ziele: Students will get familiar with the basic concepts in the field of industrial economics. These include some simple formal models. Moreover, they will learn to apply these concepts to explain empirically observed phenomena of industry development. Some behavioral aspects will be added to the discussion to gain a better understanding of the role of human cognition in industry evolution.									
<p>Inhalte:</p> <ol style="list-style-type: none"> 1. Introduction: The Origins of Industrial Economics 2. An Industry's Life Cycle I 3. An Industry's Life Cycle II 4. The Role of Spinoffs in Industrial Evolution 5. Case I: Intershop 6. Replicator Dynamics, Diffusion, and Competition in Markets 7. Competing Technologies, Path-Dependence, and Critical Mass Phenomena in Industries 8. Case II: The Rigid Disk Drive Industry 9. Organizational Ecology 10. Some Motivational Aspects of Entrepreneurship 11. Case III: The Baxter Boys 12. Evolving Organizations and Industrial Dynamics: The Role of Routines 13. The Spatial Dimension of Industrial Dynamics 14. Corporate Cultures and Industry Evolution 15. Firm-Size Distributions, Entry, and Turbulent Markets: Some Stylized Facts 16. Industry Dynamics and Their Implication for Economic Policy 17. Exam 									
<p>Unterlagen (Skripte, Literatur, Programme usw.):</p> <ul style="list-style-type: none"> • Cordes, C., Richerson, P. J. and Schwesinger, G. (2010): "How Corporate Cultures Coevolve with the Business Environment: The Case of Firm Growth Crises and Industry Evolution", Journal of Economic Behavior & Organization, forthcoming. • Garvin, D. A. (1983): "Spin-Offs and the New Firm Formation Process", California Management Review, Vol. 25, No. 2, pp. 3-20. • Klepper, S. (1997): "Industry Life Cycles", Industrial and Corporate Change, Vol. 6, No. 1, pp. 145-181. 									
<p>Form der Prüfung: Mögliche Prüfungsformen: Klausur (K), e-Klausur (e-K), Referat (R), Hausarbeit (H), Portfolio (Po) oder mündliche Prüfung (M) i.d.R. K/e-K/M/R/H/Portfolio</p>									

Arbeitsaufwand	Präsenz	28 h
	Vor- und Nachbereitung	70 h
	Programmierung/Selbstlernstudium	56 h
	Prüfungsvorbereitung	26 h
	Summe	180 h
Lehrende: Prof. Dr. C. Cordes		Verantwortlich: Prof. Dr. C. Cordes