

Course Syllabus			
Course Code and Title	201065 Competition Policy		
Name(s) of Lecturer(s) (with website link)	Ines Kersan-Škabić, https://fet.unipu.hr/fet/ines.kersan-skabic Dragan Benazić, https://fet.unipu.hr/fet/dragan.benazic		
Study programme	Business economics- Marketing management		
Course status	Mandatory Elective	Study level	Professional Undergraduate Graduate Integrated Postgraduate (delete the excessive)
Semester	Summer	Study year	I.
Classroom location	Preradovićeva 1	Teaching language(s)	Croatian
ECTS credits	6	Number of hours per semester	30 L –30 T
Prerequisites	No requirements		
Correlativity	Marketing		
Objective of the course	Acquire competencies for research, analysis and interpretation competitive processes and the actions of competition in different activities.		
Learning outcomes	Learning outcomes: 1.to analyze the competition in a certain industry 2. to propose measures to preserve market competition 3. critically judge the activities of the competition in a certain area activities 4. to evaluate the results of market competition in a certain area activities 5. to conclude on the abuse of the market position by competitors		
Course content (syllabus)	1. Comprehension and definition of competition 2. Theories of competition and competition goals 3. Structural analysis of the industry 4. Product and market dynamics 5. Market power and well-being 6. The relevant market and assessing market power 7. Competition policy in the US, EU 8. Secret agreements and horizontal contracts 9. Horizontal mergers (agreements) 10. Vertical agreements 11. Predatory pricing, price discrimination, non-price practices of		

	monopolization 12. State aid policy in the EU					
Course activities, teaching and learning methods and assessment criteria (alternative modes should be listed in course requirements)	Student responsibilities (delete the excessive)	Learning outcomes	Hours	ECTS credits	Grade ratio (%)	
	Attendance	1-5	30	1	10	
	Activity	1-5	30	1	10	
	Written exercise- Porter model implementation	1, 3, 4	20	0,66	20	
	Written exam I. part (Test I)	1-5	50	1,67	30	
	Written exam II. Part (Test II)	1-5	50	1,67	30	
	Total		180	6	100	
		Additional information (assessment criteria): Students are required to create an independent assignment as a condition for passing the course. The independent task is given by the subject teacher beginning of the semester, and refers to the analysis of the competitive situation in the chosen activity.				
Course requirements	For successful completion of the course, student must: 1. Create and present an independent task (case-study) 2. Pass Test I and Test II or pass the final exam The final grade is obtained as follows: A = 90 – 100% 5 (excellent) = 89 – 100% of the grade B = 80 – 89,9% 4 (very good) = 76 – 88,9% of the grade C = 70 – 79,9% 3 (good) = 63 – 75,9% of the grade D = 60 – 69,9% 2 (sufficient) = 50 – 62,9% of the grade					
Mid-term and final exam term	Continuous knowledge check during classes: - Test I – in the middle of the semester - Test II – at the end of the semester					
Additional information on the course	Any available literature that deals with topics in competition policy can be used alternatively. The professor may revise the syllabus depending on the assessment of the capabilities of the students from the generation, the number of students or some other circumstance. Registration and/or cancellation of final exams is done exclusively through the ISVU service or office. The commission exam, which the student takes for the 8th time, reflects					



	the standards of the entire course and will be held in on-line written form with review and grading by the selected Professors' Commission. Students are required to respect the principles of academic integrity, which are regulated by the Statute of the University of Juraj Dobrila in Pula, the Regulations on Studies and the Code of Ethics.	
Bibliography	Mandatory: 1. Motta, M.: Competition policy, Cambridge University Press, 2 2. teaching materials available at e-learning platform 4. Competition Policy, https://competition-policy.ec.europa.eu/consumers/what-competition-policy_en Optional: 1. www.aztn.hr/o-nama/26/clanci-i-publikacije	