

Competition



The course on Competition highlights the main economics basis of competition behaviors and developments with a strong emphasis on the Digital Economy features such as the price setting algorithms or the impact of the sharing economy on the markets (Uber, Airbnb, etc.). The course scrutinizes the competition patterns in digital markets as well as the competition patterns in digital networks and platforms. Participants will have to deal in class with real and current competition cases such as Apple Pay case and Google on line advertising case.

Competition - 14th - 15th November 2023

Economic fundamentals of competition

- Definition of the relevant markets
- Economic basis of competition policy

Firms behaviors fundamentals affecting competition

- Horizontal agreements
- Vertical restraints
- Abuse of dominant position
- Mergers and acquisitions

Competition fundamentals in the digital economy

- Competition patterns in digital networks and platforms (eg. Google)
- Disruptive new market entrants of the sharing economy (eg. Uber, Airbnb)

Top speaker

- Prof. Dr. Philippe Gugler – University of Fribourg

What our students said

- A great experience
- Interesting and well set up
- Succeeds in simplifying this complicated topic

Course location: iimt - University of Fribourg
 Course fee/ module: CHF 1'400.--
 Course language: English
 Registration: www.iimt.ch or iimt@unifr.ch