



Firms' Behaviour in Different Business Environments	
Course number	3834 (Business Administration)
Lecturer	Ken Heather, Simka Stefanova
ECTS	2
Number of semester hours	2
Type	Compulsory Module with elective studies - Guidance to Internship Academic Work
Duration	2.5 days
Prerequisites	A basic knowledge of introductory economics would be useful but not essential.
Type of exam	None but full involvement in all aspects of the course is essential.
Objectives	<ul style="list-style-type: none"> • Develop an understanding of how prices are set in competitive and oligopolistic markets. • Gain a deeper understanding of how rational business decisions are. • Examine how business decisions are modified as a result of environmental concerns. • Explore the effect of business decisions on the distribution of income.
Content	<ul style="list-style-type: none"> • Business in Competitive Markets • Oligopolistic Markets • Business and the Environment
Bibliography	<ul style="list-style-type: none"> • https://hbr.org/2015/05/outsmart-your-own-biases • K Heather (2002). The Economics of Industries and Firms. Pearsons.
Forms of instruction	<ul style="list-style-type: none"> • Lectures • educational films • business simulations
Language	English
Workload	60h