

BUSINESS ECONOMICS

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Course's webpage: <http://www.arrunada.org/Teaching.aspx?Id=1> (password: "Iluriabe12")

Course Description

This course aims to (1) deepen your understanding of business organizations, (2) provide you with additional tools for analyzing and managing business and policy problems, (3) suggest research projects to which you can productively relate, and (4) engage your curiosity about the real world. It emphasizes positive analysis of real cases, managerial applications and the methodological difficulties faced by the scientific inquiry in this field. Class participation is welcome and expected.

For more information, see the Course website at <http://www.arrunada.org/Teaching.aspx?Id=1> (password: "Iluriabe12") or send me an email at benito.arrunada@upf.edu with your questions.

Outline

1. Behavioral analysis: Rationality and cooperation
2. Incentives
3. Organizational structure and divisionalization
4. Specialization and exchange: Markets and politics
5. The institutional support of business activity
6. Vertical integration
7. Contracting capital
8. Quality assurance
9. Firms and society

Basic references

1. BRICKLEY, J. A., C.W. SMITH, Jr., and J.L. ZIMMERMAN, *Managerial Economics and Organizational Architecture*, 4th ed., McGraw-Hill, Boston, 2007.
2. RUBIN, P. H., *Managing Business Transactions: Controlling the Cost of Coordinating, Communicating, and Decision Making*, The Free Press, New York, 1990.
3. WILLIAMSON, O. E., *The Economic Institutions of Capitalism: Firms, Markets, Relational Contracting*, The Free Press, New York, 1985.