

Exercise 3a

Structure-conduct-performance paradigm

Please read the **BP Deepwater Horizon case** and some related materials:

<http://www.britannica.com/event/Deepwater-Horizon-oil-spill-of-2010>

http://www.bp.com/en_us/bp-us/commitment-to-the-gulf-of-mexico/deepwater-horizon-accident.html

<http://www.bp.com/en/global/corporate/sustainability.html>

<http://www.bp.com/en/global/corporate/sustainability/bp-and-sustainability/our-strategy-and-sustainability.html>

Questions to case:

1. What problem happened in BP Deepwater Horizon?
2. What was the main reasons of this case?
3. Please assess official sustainable strategy of BP?
4. What rules of CRS BP are involved into business activity?
5. Please assess whether BP is sustainable enterprise or just looks like?

Questions to discussion.

1. What is SCP Paradigm?
2. Please describe what does mean:
 - a. Basic condition in paradigm
 - b. Structure in paradigm
 - c. Conduct in paradigm
 - d. Performance in paradigm
3. What are basic condition in creating market structure?
4. What are elements of market conduct? Describe them, please.
5. What are elements of market performance? Describe them, please.
6. Please use knowledge about SCP Paradigm to describe activities of BP.