

## The competition and monopolisation

The examination project:

1. Preparation own presentation referred to topic –what is better market competition or monopolisation?
2. For your project please choose a company from your home market. Describe:
  - a. The company (what do at the market, where is there main activity, some basic data as yearly revenue, employment, etc.).
  - b. Define the competition situation at the market of your company: what is the market position of the company, what competitors does it have, what its position among competitors.
  - c. Define what kind of market structure it is. Make an analysis of market based on the basic criteria to define market structure.
  - d. Make an economics analysis referred to SCP paradigm (structure-conduct-performance)
  - e. Calculate the level of market monopolisation.
  - f. Try to answer what is better for the market you are analysing: competition or monopolisation (with justification).
3. The presentation:
  - a. please send the presentation to address: [tomasz.bernat@usz.edu.pl](mailto:tomasz.bernat@usz.edu.pl)
  - b. make the presentation during last lecture/meeting – maximum 15 minutes (approximately 10 minutes for presentations and 5 minutes for discussion)

The mark depends on:

1. The quality of the presented material
2. Deepest of the analysis
3. The way of the personal presentation
4. Quality of the discussion about presentation

Some tips for the best presentation:

<http://www.lifehack.org/articles/featured/10-tips-for-more-effective-powerpoint-presentations.html>

<http://www.garreynolds.com/preso-tips/design/>