POSTGRADUATE DIPLOMA/MASTERS IN

Economics for Competition Law
by Distance Learning

Achieve a degree from the law school rated top in the UK for world-leading research in the official Research Excellence Framework

Now in its 11th successful year, this programme achieved a 93% satisfaction rate from students in the 2016 Postgraduate Taught Experience Survey

APPLY NOW
Start date: 2nd October 2017

www.informadl.com/economics
+44 (0) 20 7017 4021
kings@informa.com
Dear Applicant,

The Centre of European Law at King's College London is pleased to announce details of its 2017-2018 Distance Learning Programme leading to a Postgraduate Diploma/Masters in Economics for Competition Law, now in its eleventh year. This programme is aimed at competition lawyers, both in-house and in private practice, and economists who may be new to competition law. Completing this rigorous programme will give you an edge in a competitive job market.

The programme aims to provide you with an understanding of the increasingly important role that economics plays in competition law and an understanding of when economic analysis is relevant to a particular competition law case. It is spread over 8 months starting on 2nd October 2017 and ending with an examination at King's College London in May 2018. The units will be dispatched at fortnightly intervals. The first unit covers the conceptual foundations of economics as applied to competition law. The next two units cover the basic building blocks of economic analysis in competition law: market power and market definition. Units four to five look at economic issues that arise under Article 102, whilst units six and seven deal with Article 101. These are followed by one unit on network effects and the boundaries of competition and intellectual property law, two units on mergers, one on state aid and one on empirical analysis. Each unit will consist of text, suggestions for further reading; questions and model answers. The units are designed to give the reader a basic understanding of the economics of the topic in question.

There will also be two optional weekend seminars held in London, one in November 2017 and one in March 2018 which will provide an opportunity for revision of the programme, preparation for the examination as well as to meet your fellow students and programme tutors. The seminars will focus on the solution to practical problems through case studies.

In 2016 this Diploma/MA received on overall satisfaction rate of 93% (Russell Group average 85%) from the students in the PTES, Postgraduate Taught Experience Survey. The Dickson Poon School of Law at King's College London was rated top in the UK for world-leading research in the 2014 Research Excellence Framework.

We hope we can look forward to your joining the 2017-2018 programme and to receiving your application soon.

Yours sincerely,

Mike Walker
Programme Director

Dr. Mike Walker
Programme Director

Professor Emeritus Richard Whish QC (Hon)
Programme Director

Dr. Adrian Majumdar
Programme Director

Who will benefit from studying this programme?

Competition lawyers will be aware of the importance that economic evidence and analysis plays in cases brought before the European Commission, national competition authorities and the courts. This programme has been specifically designed for lawyers both in private practice and in-house, representatives from the national competition authorities and the European Commission and economists new to competition economics. Countries represented include: Cyprus, Sweden, The Channel Islands, Germany, Spain, Italy, Sweden, Hong Kong, Switzerland, Denmark, Belgium, Greece, France, Ireland, Poland, Portugal, Singapore, South Africa, Brazil, Malaysia, Romania and the United Kingdom.

Some of the organisations who have already benefitted from the programme:

- Swedish Competition Authority
- S J Berwin Office of Fair Trading
- Competition Commission
- ITelecom
- Telecommunications
- Irish Competition Authority
- ONE
- Gmbh
- Deutsche Telekom
- Competition Commission India
- Sky plc
- Freshfields Bruckhaus Deringer
- Addleshaw Goddard
- Hall & Co
- Howrey
- Willehim Muller Attorneys
- Deutsche Telekom
- Competition Commission India
- Sky plc
- Freshfields Bruckhaus Deringer
- Addleshaw Goddard
- Hall & Co
- Liberty Global Europe
- J Lee & Associates
- Arnold & Porter
- Competition and Fair Trading Commission Malawi
- AN Post
- Challenge One Associates Thailand
- Portuguese Competition and Fair Trading Commission Malawi
- Hang Seng Bank
- Office of Rail Regulation

Don’t just take our word for it, hear what past students have to say:

“Good balance between theory and practical examples. Good seminar format and useful content.”

O. O'Reilly, ComReg, Ireland

“An excellent combination of insights into economic theory, how it is applied, and how it shapes the competition world.”

M. Ivanovas, Policy and Regulatory Report, Belgium

“The course gives a superb overview of economics issues in competition law. It manages to be both informative and challenging to someone with professional experience in the area.”

K. Knaus, E-Control, Austria

“Practice orientated and insightful.”

G. Malos, Mayer Brown Europe, Brussels

For more programme information call: +44 (0) 20 7017 4021
# The Programme Syllabus

## Module One

### Unit 1
**Introduction to economics of competition law**
- What is economics?
- Why is economics important in competition law?
- Introduction to models of competition
- Introduction to economic issues in competition policy

<table>
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<th>Justin Coombs</th>
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<td>Executive Vice President, Compass Lexecon</td>
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### Unit 2
**Market power**
- Concepts and definitions
- Sources of market power
- Barriers to entry
- Measurement and assessment of market power and barriers to entry

Dr. Mike Walker  
Chief Economic Adviser, UK Competition and Markets Authority

### Unit 3
**Market definition**
- Role of market definition in competition law
- The hypothetical monopolist test
- Issues in market definition
- Empirical techniques in market definition

Dr. Mike Walker  
Chief Economic Adviser, UK Competition and Markets Authority

Dr. Mark Williams  
Director, ECLM Economics

## Module Two

### Unit 4
**Predation and excessive pricing**
- Types of predatory behaviour
- Testing for predation
- Economics of excessive pricing
- Identifying when prices are excessive

**Price discrimination, discounts, tying & bundling**
- Basic economic theory
- When are these practices anti-competitive?
- When are they pro-competitive?

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<th>Dr. Mark Williams</th>
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<td>Director, ECLM Economics</td>
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### Unit 5
**Refusal to supply, essential facilities and margin squeeze**
- The economics of vertical integration
- The role of essential facilities
- The pro-competitive and anti-competitive effects of a refusal to supply
- Testing for an anti-competitive margin squeeze

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### Unit 6
**Boundaries of competition law and economics: network effects and intellectual property rights**
- Network effects and externalities
- Two and multi-sided markets
- Standard essential patents and FRAND terms
- Reverse payments

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<tr>
<th>Bojana Ignjatovic</th>
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<td>Partner, RBB Economics</td>
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### Unit 7
**Vertical restraints**
- Potential efficiency gains from vertical restraints; why they are less likely to be problematic than horizontal restraints
- Some potential anti-competitive effects of vertical restraints
- Importance of intra-brand and inter-brand competition

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## Module Three

### Unit 9
**Mergers: unilateral effects**
- Theory: horizontal mergers with differentiated and homogenous products
- Tests of closeness of competition and other empirical tests
- The role of efficiencies

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### Unit 10
**Co-ordinated merger effects and non-horizontal mergers**
- Economic theory of coordinated effects
- Assessing coordinated effects in practice
- Potential efficiencies from non-horizontal mergers
- When might vertical and conglomerate mergers be anti-competitive?

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<tr>
<th>Diana Jackson</th>
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<td>Vice President, Charles River Associates</td>
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### Unit 11
**State aid**
- Economic approaches to state aid
- Applying the market economy operator principle (MEOP) and financial tools in state aid
- Market failure analysis: justifying state aid
- Recent issues in state aid: the modernisation initiative, state aid investigations of multinationals’ corporate tax arrangements

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<tr>
<th>Nicole Robins</th>
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<tr>
<td>Head of Oxera’s State Aid team, Oxera Consulting LLP</td>
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### Unit 12
**Quantitative techniques**
- Role of quantitative techniques in competition law
- What techniques are available?
- When is each technique useful?

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Module authors and content are subject to change
Questions you may have about this programme

How can studying by distance learning benefit your career?

Increasingly we all face more pressure in our business lives. Finding the time to attend courses of any kind can be very difficult and well meant plans are often put aside indefinitely.

Distance learning is the solution to your education needs. You can enjoy the full benefits of studying, whilst still in employment, using this freedom and flexibility to your advantage. You can set the pace at which you learn and you can decide where, when and how long you want to study. One of the most beneficial factors of distance learning study is that as the programme progresses, you can apply the knowledge, skills and expertise gained to your work immediately.

How is the programme structured?

The distance learning Postgraduate Diploma in Economics for Competition Law consists of three modules containing twelve units. It will commence on 2nd October 2017 and will extend over eight months leading to an examination in May 2018. The first unit will be sent out on 2nd October 2017 and subsequent units will then be issued every two weeks until April 2018 with a four-week break over Christmas. Questions will be set at the end of each unit and model answers to these will be sent with the unit that follows. In addition three compulsory assignments will be set during the programme which will count towards the final mark.

What format do the units take?

The units come in the form of hard copy print and as PDF documents via the programme website. Each unit is designed to be largely self-contained but recommended and further reading will be suggested. For each unit students will receive: a package of materials comprising text, suggestions for further reading, questions and model answers.

How long will I spend studying each unit?

The length of time needed to study a unit will vary with your experience and the complexity of the unit being studied. It is anticipated that each unit will require a student to spend approximately twenty hours studying, depending on the student’s experience, plus further study time for questions and reading and completion of the assignments. This programme is designed and delivered in a format that requires the student to study independently. Although academic staff will be available via the programme website for student queries, they do not normally tutor on a one-to-one basis. Students who enter this programme need to be aware of the commitment required to study this challenging and rewarding programme.

How will I receive the materials?

Materials will be sent by post (air courier overseas). The materials packages are quite bulky and it is important to provide a mailing address where your materials can be safely delivered (please note that this cannot be a PO Box address). The programme units will also be available as PDF documents on the programme website.

Are there any tutorial seminars?

All students will be eligible to attend two optional weekend seminars. The first will be held on 18th and 19th November 2017 and the second at the end of the module. The seminars will be held at King’s College London. The seminars are not compulsory but are very beneficial and provide an excellent opportunity to meet fellow students, the programme director and programme authors. The weekend seminars will be audio and video recorded in full and will be accessible to students via the programme website after the event, allowing all students to benefit from the seminars.

Compulsory assignments

Three compulsory assignments (2000 words each) will be set during the programme and will contribute 30% towards the final overall mark for the Postgraduate Diploma.

Where and when is the examination?

The examination will take place in May 2018 in London (date to be confirmed). It will be a three hour written examination contributing 70% to the final mark. The written examination will consist of three parts (one per module). The examination is handwritten closed book. You are not allowed to take any notes, materials or books pertaining to the programme into the examination.

Masters programme

Students can, if they wish, apply to enrol in the Masters Degree in Economics for Competition Law provided they have successfully completed the Postgraduate Diploma part of the programme at Merit level. Candidates who have been awarded the Postgraduate Diploma in Economics for Competition Law in the years 2015, 2016 or 2017 may apply to study for the Masters degree. Students will obtain an MA if they achieve at least 50% in a 12,000 to 15,000 word dissertation. The dissertation will be due for submission by a specified date which will be no later than 12 months following commencement of the MA. The MA Programme is also delivered as a part-time distance learning programme.

King’s College London, one of the top 25 universities in the world and the fourth oldest in England, is a research-led university based in the heart of London. King’s has over 28,000 students from 150 countries and is currently in the second phase of a £1 billion redevelopment programme which is transforming its estate. King’s has an outstanding reputation for providing world-class teaching and has a particularly distinguished reputation in law. In 2014, The Dickson Poon School of Law was the UK law school ranked top for world-leading research in the official Research Excellence Framework 2014. King’s has also placed 11th in the world in the Times Higher Education Most International Universities 2017 Rankings.

The Centre of European Law, The Dickson Poon School of Law, King’s College London is one of the world’s leading centres of European law. The Centre has a fine tradition of teaching and research in all areas of European Union law and celebrated its 40th anniversary in 2014. The Centre enjoys a reputation of excellence for its distinguished programme of public events and for its postgraduate education.
Admission Requirements

Qualifications
Applicants for the Postgraduate Diploma/Masters in Economics for Competition Law must hold:

- A degree in law or economics of a good second class standard or the equivalent thereof or
- A degree in a related discipline or be (good second class or higher)
- Qualified as a barrister or a solicitor

Applications may also be accepted from a candidate who has achieved a comparative academic level through his or her past studies and where previous study, work or experience has made the applicant a suitable candidate for admission. It is not possible to study this programme whilst you are registered for a different programme at any other institution.

English: applicants for whom English is not their mother tongue must provide evidence of having attained a level of English, both written and spoken, adequate to meet the demands of the programme. English IELTS 7.0 overall with a minimum of 6.5 in all four skills or Cambridge Proficiency, rating B or Pearson Test of Academic English, overall 69 and a minimum of 62 in each individual skill. Please go to the following link for full details on English language requirements: http://www.kcl.ac.uk/study/postgraduate/apply/entry-requirements/english-language.aspx Applicants must refer to Band B.

What does the programme cost?
The Postgraduate Diploma fee including programme materials, access to the programme website and on-line facilities at King’s College London, attendance at seminars, marking of compulsory coursework and the examination is £6000 (VAT Exempt).

Cancellation
Cancellations must be received in writing on or before 2nd October 2017. If your cancellation is received on or before this date, you will receive a full refund less an administrative charge of £200. No refunds will be made in respect of cancellations received after 2nd October 2017 and the full fee will be payable.

Application Checklist
NB: Make sure you have included hard copies of the following items with your application form and please also scan and send them to emily.carney@informa.com YOUR APPLICATION WILL NOT BE PROCESSED UNLESS THE FOLLOWING ARE INCLUDED:

- An authenticated good copy of your Degree or Degree Transcript and your Practising Certificate. Copies must be signed and dated by someone senior to yourself to show that it is a true copy of the original document. HARD COPY ESSENTIAL
- An authenticated copy of your passport (or driving licence with a photo) showing your name and photograph. HARD COPY ESSENTIAL
- A written reference on company/university letterhead from a senior partner, department director, head of chambers or from an academic institution or equivalent, who will vouch for your ability, interest and academic suitability to study a programme of this nature.
- A personal statement stating why you wish to follow this programme and how it relates to your previous experience.
- Two passport sized recent photos of yourself. These should be sent to Emily.carney@informa.com in a JPEG format. Please ensure that the image is of the quality and size of a passport photo i.e. a headshot with a plain background. Please keep this file safe as you will also be asked to upload your jpeg when you enrol online at King’s College London.
- If applicable, a copy of any English proficiency test forms that you have undertaken in the last three years giving your score.

How do I enrol?
Students interested in joining the programme should complete the application form for admission as a postgraduate student attached to this brochure and send it to Emily Carney, Distance Learning Logistics Manager at Informa Professional Academy. Alternatively, apply online at: www.informadl.com/economics. If you do so, hard copies of the required supporting documents will still need to be sent to complete your application. Once you have applied for the programme, your application and supporting documents will be sent to King’s College London for review by the Programme Director. King’s College London will then notify you directly with the outcome of your application.

All applications are subject to acceptance by King’s College London and are subject to the full terms and conditions of the programme which are available at: www.informadl.com/economics. King’s College London and Informa reserve the right to reject any application from any potential student.

This programme will run subject to reaching a satisfactory intake to the programme.
What other postgraduate distance learning programmes are available from King’s College London?

Distance learning has become the preferred way of learning for busy professionals wishing to enhance their qualifications whilst still in employment using this freedom and flexibility to their advantage.

For further information call +44 (0) 20 7017 4021
To find out more simply go to www.informadl.com and access all the information you need about the postgraduate distance learning programmes offered below.

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**Postgraduate Diploma/Masters in EU Competition Law**
Starting October 2017

Programme Director: Professor Richard Whish QC (Hon), Emeritus Professor, King’s College London

The Syllabus will cover:
- Article 101(1)
- Article 101(3)
- Article 102
- Article 106
- Articles 107-109
- Merger regulation
- Joint ventures
- Cartels
- Distribution
- Licensing
- Public enforcement of EU competition law
- Private enforcement of EU competition law

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**Postgraduate Diploma/Masters in Public Procurement Regulation in the EU**
Starting October 2017

Programme Director: Michael Bowsher QC, Monckton Chambers

The Syllabus will cover:
- Introduction to public procurement
- The scope of application of procurement law
- Tender evaluation
- Tenderer selection
- Principles of EU law – source, importance and effect
- Public procurement and the wider policy agenda
- Flexibilities in the system
- Framework agreements
- State aid and competition
- Particularities of special regimes
- Remedies and challenges for breach of procurement obligations
- Procurement law in the wider world

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**Postgraduate Diploma/Masters in UK, EU & US Copyright Law**
Starting October 2017

Programme Director: Professor Tanya Aplin, Kings College London

The Syllabus will cover:
- UK copyright law
- United States copyright law
- French and German laws
- Environmental law and policy
- External relations
- Judicial review of EU law
- Enforcement of EU law – protection of individual’s rights in national courts – Article 267 TFEU (formerly Article 234 EC) and Article 258 TFEU (formerly Article 226 EC)

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**Postgraduate Diploma/Masters in European Union Law**
Starting October 2017

Programme Director: Professor Alexander Türk, King’s College London

The Syllabus will cover:
- Introduction to the treaties and institutions
- Free movement of goods
- Citizenship and free movement of people
- Freedom of establishment and services
- Free movement of capital and economic and monetary union
- Anti-discrimination law
- Competition law
- Law of the European Union
- Current issues and international harmonisation

For more programme information call: +44 (0) 20 7017 4021
Application for Admission as a Postgraduate Student
Postgraduate Diploma/Masters in Economics for Competition Law 2017 (FKW12443)

This form must be TYPED or completed in CAPITAL LETTERS. Alternatively, apply online at: www.informadl.com/economics. Supporting documents will still need to be sent by post.

PLEASE ENSURE ALL FIELDS ARE COMPLETED OR YOUR APPLICATION WILL NOT BE SUBMITTED AND PLEASE INCLUDE ALL SUPPORTING DOCUMENTATION (see page 5).

Please send to:
Emily Carney, Distance Learning Logistics Manager
Informa Professional Academy (Informa UK Ltd)
KNect House
30-32 Mortimer Street
London, W1W 7RE
UK

Please also scan your application form and supporting documents (see page 5) and send to: emily.carney@informa.com

1 Personal Details
Surname/family name: Forename: Dr/Mr/Mrs/Miss:

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<th>Female</th>
<th>Date of birth</th>
<th>Country of permanent residence</th>
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Nationality: Country of birth: Do you have any criminal convictions? Yes No

Do you have a disability you wish to declare?

Please state your ethnic origin:

Company/firm name and address:

Tel: Fax: E-mail:

Home address:

Tel: Fax: E-mail:

Please indicate where you would like us to send your materials. Please note that these are quite substantial

Home Office

YOUR DELIVERY ADDRESS MUST BE A PHYSICAL ADDRESS - NOT A PO BOX ADDRESS

Give details of any other applications you have made or intend to make (NB: It is not possible to study this programme whilst you are registered for a different programme at any other institution):

Give details of any previous postgraduate registration at any College of the University of London:

2 Employment Details (Please give details of present and past employer(s) over the last 5 years)
Name and address of PRESENT employer: Position held: Dates from-to (mm/yyyy):

Name and address of immediate past employer(s): Position held: Dates from-to (mm/yyyy):

3 Education (if you have an overseas qualification, please state the full original title of the programme)
a) Undergraduate qualification
Title of programme: Qualification: Class/grade obtained:

Name and address of institution:

Dates from: mm/yyyy to: mm/yyyy

b) Graduate qualification
Title of programme: Qualification: Class/grade obtained:

Name and address of institution:

Dates from: mm/yyyy to: mm/yyyy
4 Professional/Other Relevant Qualifications

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<th>Title of qualification</th>
<th>Name of awarding body</th>
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5 English Language Proficiency

Are you a native speaker of the English language?

- [ ] Yes
- [x] No

If No,

1. If you have been instructed and examined in English (full time), either at school or in higher education, please provide evidence (name of institution, dates, evidence that English is the language of instruction)

2. Or, If you have an IELTS (or equivalent) certificate no older than 3 years, please send a copy of the certificate (see page 5) and state:

   Name of test: __________________________
   Date taken: ____________________________
   Overall scores: ________________________

6 Finance

Will you be paying your own fees for the duration of the programme?

- [ ] Yes
- [x] No

Will your employer be paying the fees?

- [ ] Yes
- [x] No

Please invoice as follows:

- [ ] Postgraduate Diploma: £6000 (VAT Exempt)

Please supply name and address of where invoice should be sent:

Contact telephone number between 8.30am and 6.00pm Mon-Fri is: ____________________________

7 Referee (please enclose a written reference with your application)

Name, company name and address: ____________________________

Position: ____________________________

Relation to you: ____________________________

Telephone number: ____________________________

8 Personal Statement

Please provide a short personal statement to support your application stating why you wish to follow this programme and how it relates to your previous experience. This should be submitted on a separate sheet.

9 Declaration

Please enter your VIP code (if you have one): ____________________________

How did you hear about the programme? (Please be as specific as possible)

THE PROCESSING OF YOUR APPLICATION WILL BE DELAYED IF YOU DO NOT INCLUDE THE ABOVE INFORMATION

I confirm that the statements made by me on this form are correct. I understand that if any of the above statements prove to be incorrect the College reserves the right to withdraw any offer made or cancel any subsequent registration with the College. By completing and submitting this registration form, I confirm that I have read and understood the Informa Professional Academy Student Terms and Conditions and I agree to be bound by them. The full programme terms and conditions can be found on the FAQ section of the programme website: www.informadl.com/economics

Signature: ____________________________ Date: ____________________________