



ECO 616 Industrial Organization

Winter 2024

Course Credits: 4

Contact Hours: 56 hours

Instructor: TBA

Email: TBA

COURSE OBJECTIVES

The course provides a graduate level introduction to Industrial Organization. It is designed to provide a broad introduction to topics that current researchers are studying as well as to expose students to a wide variety of techniques. Upon completing the course, the student should be equipped to identify the main issues involved in competition policy and to think critically about when policy intervention may be warranted. Furthermore, the student will have the necessary knowledge to independently read the research literature in the fields of industrial economics, competition policy and industry regulation.

Upon Completion of this Course, students will be able to:

1. Demonstrate knowledge of the most important theories concerning the organization of industries and the behaviour of firms within those industries;
2. Apply the theoretical models in a relevant way in case study analysis;
3. Analyze and evaluate models of competitive, oligopolistic, and monopoly markets;
4. Analyze and evaluate how firms' structure and conduct affect economic welfare and how these results feed back to effect structure and conduct.

PREREQUISITES

ECO 337 Advanced Microeconomics

GRADING

Grades will be determined by accumulating points, with 100 points being the



maximum, as follows:

ITEM	POINTS
2 Assignments	10 Points
2 Quizzes	20 Points
Final Paper and Presentation	20 Points
Midterm Exam	20 Points
Final Exam	30 Points
Total	100 Points

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F$.

We reserve the right to make adjustments to the overall grading policy.

COURSE MATERIALS

Required Texts:

1. Oz Shy, *Industrial Organization: Theory and Applications*, Cambridge, MA: The MIT Press, 1995.
2. Belleflamme, P. and Peitz, M., *Industrial Organization: Markets and Strategies*, 2nd Edition, Cambridge University Press, 2015.

Recommended (Optional) Texts or Other Materials:

None

COURSE TOPICS

MODULE	TASKS
Module 1	Topics: Topic 1: Introduction to Industrial Organization Topic 2: Basic Concepts in Noncooperative Game Theory Topic 3: Technology, Production Cost, and Demand Topic 4: Intertemporal Price Discrimination Assessments: Case Study Assignment #1



Module 2	<p>Topics: Topic 5: Perfect Competition Topic 6: Imperfect Competition Topic 7: Dynamic Aspects of Imperfect Competition Topic 8: The Monopoly</p> <p>Assessments: Case Study Quiz #1</p>
Module 3	<p>Topics: Topic 9: Markets for Homogeneous Products Topic 10: Markets for Differentiated Products Topic 11: Horizontal Mergers Topic 12: Research and Development</p> <p>Assessments: Case Study Assignment #2 Midterm Exam</p>
Module 4	<p>Topics: Topic 13: The Economics of Compatibility and Standards Topic 14: Advertising and Related Marketing Strategies Topic 15: Warranties and Branding Topic 16: Pricing Tactics</p> <p>Assessments: Case Study Quiz #2</p>
Module 5	<p>Topics: Topic 17: Bundling, Upgrading and Dealerships Topic 18: Management, Compensation, and Regulation Topic 19: Consumer Inertia Topic 20: Miscellaneous Industries</p> <p>Assessments: Case Study Final Paper and Presentation Final Exam</p>

ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.

Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.



If the instructor reports a student's frequent missing of class to the Soochow University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.

2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.

LEARNING REQUIREMENTS

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

TECHNOLOGY POLICY

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (eg., note taking, reading course documents).

ACADEMIC INTEGRITY POLICY

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed.



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The record might be shown on the official university transcript.

DISABILITY ACCOMMODATION

Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:

Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.