

COURSE / MODULE / BLOCK DETAILS

ACADEMIC YEAR / SEMESTER

Offered by: İktisat			
Course Title: INDUSTRIAL ECONOMICS		Course Org. Title: INDUSTRIAL ECONOMICS	
Course Level: Lisans		Course Code: ECO 4211	
Language of Instruction: İngilizce		Form Submitting/Renewal Date 22/09/2020	
Weekly Course Hours: 3		Course Coordinator: DR.ÖĞR.ÜYESİ İSTEMİ BERK	
Theory	Application	Laboratory	National Credit: 3
3	0	0	ECTS Credit: 6



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Offered to:	Course Status: Compulsory/Elective
Name of the Department:	
Economics	Elective Course



DOKUZ EYLUL UNIVERSITY



FACULTY OF BUSINESS ADMINISTRATION OFFICE OF THE DEAN

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Instructor/s:

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Course Objective:

The aim of this course is

- to help the learner to become familiar with the operation and performance of imperfectly competitive markets and the behavior of firms in these markets
- to provide the learner an understanding of the strategic interactions of firms, how firms' decisions regarding price, advertising and R&D, etc. can be modeled and the impact of those decisions on the structure and performance of markets.

Learning Outcomes:

- 1 Understand basic models associated with different market structures in terms of production and price levels.
- 2 Use models of industrial organization behavior to solve analytical problems related with industrial economics.
- 3 Understand the industrial structure and its link with the real firm behavior identifying related political questions.
- 4 Demonstrate understanding of industrial strategies and criticizing their social welfare implications

Learning and Teaching Strategies:

1. Lecture
2. Problem Sessions
3. Case studies

Assessment Methods:

Name	Code	Calculation formula
Midterm	MT	
Final	FN	
BNS	BNS	$MT * 040 + FN * 060$
Bütünleme Notu	BUT	
Bütünleme Sonu Başarı Notu	BBN	$MT * 040 + BUT * 060$

Further Notes about Assessment Methods:



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Assessment Criteria:

1. The learner will clearly describe production and pricing decisions at different market structures.
2. The learner will apply the theoretical concepts related to industrial structure and its impacts on firm behavior to develop policy implications.
3. The learner will participate in a group project to develop an analysis of a specific topic in industrial economics that presents the relevant industrial strategies and their social welfare implications.

Textbook(s)/References/Materials:

1. Pepall, L., Richards, D., Norman, G. (2004) Industrial Organization: Contemporary Theory and Empirical Applications, 4th Edition, Addison Wesley.
2. Waldman, D.E., Jensen, E.J. (2007) Industrial Organization: Theory and Practice, 3rd Edition, Addison Wesley.
3. Carlton, D.W., Perloff, J.M., (2004) Modern Industrial Organization, 4th Edition, Addison Wesley.

Course Policies and Rules:

1. Attending at least 70 percent of lectures is mandatory.
2. Plagiarism of any type will result in disciplinary action.

Contact Details for the Instructor:

Office Hours:

Course Outline:

Week	Topics:	Notes:
1	Introduction to industrial economics and basic microeconomic tools	



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2	Costs and multiproduct firms
3	Measuring market structure and market power
4	Monopoly power and practice
5	Game theory and oligopoly markets
6	Game theory and oligopoly markets
7	Limit pricing and entry deterrence
8	Vertical and conglomerate mergers
9	Advertising, market power and information
10	R&D and industry structure
11	R&D and industry structure
12	New developments in industrial organization



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## ECTS Table

Course Activities	Number	Duration (hour)	Total Work Load (hour)
In Class Activities			
Lectures	12	3	36
Tutorials	4	1	4

## Exams

Midterm	1	2	2
Quiz etc.	0	0	0
Final	1	2	2

## Out Class activities

Preparation for final exam	1	35	35
Preparation for midterm exam	1	26	26
Preparations before/after weekly lectures	14	3	42
Preparation for quiz etc.	0	0	0
Total Work Load (hour)			147
ECTS Credits of the Course= Total Work Load (hour) / 25			6