

Brief Course Outline

Course Title:	Industrial Economics	
Course Number and Section:	ECONOMIC	3357A 550
Instructor Name(s):	Mahdiyeh Entezarkheir	
Instructor Email(s):	menteza@uwo.ca	

Disclaimer: Information in the brief course outline is subject to change. The syllabus posted on OWL is the official and authoritative source of information for the course.

Course Description:

We begin the term with a short review of the needed foundation of microeconomics for industrial economics. We will cover game theory and various cooperative and non-cooperative models. Particularly, we will study Cournot and Bertrand models with various assumptions. We proceed with discussions on market structure, market power, and mergers. We incorporate their applications into real-world examples. As time permits, we continue this term with the analysis of price discrimination, entry and exit decisions of firms, and advertising. We will further study IO theories in various contexts, such as intellectual property and the pharmaceutical industry. This course engages students in understanding new topics in industrial economics by in-class assignments on various materials, such as TED talks, podcasts, news articles, etc throughout the term.

Learning Outcomes:

Learn about different theories of imperfectly competitive markets
Learn about game theory and strategic decision making
Learn about cooperative and non-cooperative oligopoly models
Learn about mergers and market power
Learn about IO theories in the context of innovation and intellectual property
Learn how to critique and analyze various material, such as podcasts, news articles, journal articles, TED talks, etc
Learn how to present academic works

Textbooks and Course Materials:

Peball, Lynne, Dan Richard, and George Norman (2011), *Industrial Organization: Contemporary Theory and Empirical Applications*
(This text is optional, as I use a variety of resources for each lecture)

Methods Of Evaluation:

Assignment	Due Date mm/dd/yy	Weight - %
Assignments		25%
Presentation		10%
Exam after presentation		5%
Midterm Exam		30%
Final Exam		30%

In solidarity with the Anishinaabe, Haudenosaunee, Lūnaapéewak, and Chonnonton peoples on whose traditional treaty and unceded territories this course is shared.

Friday, August 9, 2024