Course Title: Industrial Economics

Course Number and Section: ECONOMICS 3357A - 550

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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:
Industrial Economics is an introductory course in the field of industrial organization that provides students with a foundation for further study in this area. So far in our economics courses, we have learned that in perfectly competitive markets, the allocation of resources is efficient. This means that producers sell their goods and services at their marginal cost, and consumers pay prices that reflect their marginal valuation. However, in the real world, we rarely come across perfectly competitive industries. This course addresses different theories of imperfectly competitive markets and their impacts on pricing and output. Specifically, we will explore interesting questions such as how firms price their products, the impacts of mergers, and the concepts of market structure and market power, as time permits.

Learning Outcomes:
- Learning about various theories in imperfectly competitive markets and their impacts on pricing and outputs
- Learning about mergers, market structure, and market power
- Learning about game theory as well as Cournot and Bertrand models with various assumptions
- Learning about IO theories in various contexts, such as intellectual property and pharmaceutical industry
- Improving presentation skills in book chapter presentations based on most recent studies in IO research
- Learning about how to apply theories covered during lectures to real world examples and contexts in class assignments on various materials, such as TED talks, podcasts, news articles, and etc.

Textbooks and Course Materials:
All the textbooks are optional in this course, as I use a variety of resources for each lecture. The first book in the following list will be available at Book Store at Western.

Books for presentations:

Methods of Evaluation:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Due Date mm/dd/yy</th>
<th>Weight - %</th>
</tr>
</thead>
<tbody>
<tr>
<td>In class Assignments</td>
<td>Mondays</td>
<td>25%</td>
</tr>
<tr>
<td>Presentation</td>
<td>Wednesdays</td>
<td>10%</td>
</tr>
<tr>
<td>Short exams</td>
<td>Wednesdays</td>
<td>5%</td>
</tr>
<tr>
<td>Midterm Exam</td>
<td>Nov 06</td>
<td>30%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>Registrar’s office</td>
<td>30%</td>
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</tbody>
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In solidarity with the Anishinaabe, Haudenosaunee, Luhaapéewak, and Chonnonton peoples on whose traditional treaty and unceded territories this course is shared.