

**FIRST SEMESTER 2019-2020**

**COURSE HANDOUT**

**01.08.2019**

In addition to Part-I (General Handout for all courses appended to the timetable), this portion gives further specific details regarding the course.

# *Course No.* : ECON F314

***Course Title***  **: Industrial Economics**

***Instructor-in-charge* : Dushyant Kumar**

**1. Scope and Objective:**

Industrial Economics studies the application of economic theory to the management of the modern business. Primarily we are going to cover the functioning of imperfectly competitive markets, optimal behavior of firms in these markets, and it’s (social) welfare implications. It entails a wide-ranging economic analysis of the firm, it’s organizational structure, and market/industry outcomes. It primarily uses theoretic concepts from microeconomics and game theory.

Industrial Economics is a one-semester course which applies microeconomic, econometric and game theoretic techniques to the study of firms as organizations, market structures, strategic interaction between firms (and regulators), market efficiency and industrial policy. Our focus is also on the impact that these firms’ behavior and industry outcomes, have on social welfare. Often these analytical and abstract modeling captures non-trivial and seemingly counter-intuitive welfare implications.

**Objective:**

1. Give a simple yet rigorous introduction of economic theories of firms behavior and industry structure.

2. Students should be able to use basic microeconomic and game theoretic tools to model firms as well as industry behavior under different conditions on production technology, competitive structure, and institutional factors.

3. The students should be able to understand and appreciate the (social) welfare implications of different competition rules, institutional factors, government policies, etc.

4. Enhance students’ skills and abilities to use theoretical and empirical tools to formulate and solve economic (in general, analytical) problems.

**2. Text Book:**

# (T1) J. Church and R. Ware, “Industrial Organization: A Strategic Approach", First edition, McGraw-Hill, 2000.

A pdf file version of this book is available free of charge on the Internet at the following address [**https://edisciplinas.usp.br/pluginfile.php/544042/mod\_resource/content/1/ChurchWare.pdf**](https://edisciplinas.usp.br/pluginfile.php/544042/mod_resource/content/1/ChurchWare.pdf)**.** You must respect the terms and conditions of usage.

**3. Reference Books:**

1. **(R1)** Waldman, Don E. and Elizabeth J. Jensen (2005): *Industrial Organization: Theory and Practice*, Second Edition, Pearson Education.
2. **(R2)** Belleflamme, Paul and Martin Peitz (2010): *Industrial Organization: Markets and Strategies*, Cambridge University Press.
3. **(R3)** Tirole, Jean (2007): *The Theory of Industrial Organization*, Prentice Hall India Learning Private Limited.
4. **(R4)** Carlton, Dennis W and Jefferey M Perloff (2015):  *Modern Industrial Organization*, Fourth Edition, Pearson.
5. **(R5)** Pepall, Richards and Norman (2008): *Industrial Organization: Contemporary Theory and Empirical Applications*, Fourth edition, Blackwell Publishing.
6. **(R6)** Roger Clarke: *Industrial Economics,* First Published in 1985 (and transferred to digital print 2003) by Blackwell Oxford, UK and Cambridge, USA.
7. **(R7)** Oz Shy (1996): Industrial Organization - Theory and Applications, MIT Press.
8. **(R8)** Stephen Martin, *Industrial Organization in Context*, Oxford University Press, 2010.

**4**. **Course Plan:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Topics** | **Lecture**  **No.** | **Learning Objectives** | **Topics to be Covered** | **Chapter in**  **the Text Book** |
| **1.** | 1 | To introduce students to the basic market structures and firm behavior | Introduction and theoretical framework of industrial analysis | T1. Chapter 1  R7. Chapter 1 |
| 2-6 | Perfect competition, monopolistic competition and monopoly  The firm and its costs  Welfare economics of market power | T1. Chapter 2 & 3  R7. Chapter 4,5,7 |
| **2.** | 7-9 | To introduce students to different monopoly setups and its pricing and welfare implications | Market power and dominant firms | T1. Chapter 4  R1. Chapter 5  R7. Chapter 5 |
| 10-12 | Price discrimination | T1. Chapter 5  R7. Chapter 3 |
| 13-15 | Identifying and Measuring Market Power | T1. Chapter 12 |
| **3.** | 15-19 | To introduce students to the basic game theoretic concepts, and its usage and implications on firms behavior and market outcomes | Introduction to basic Game Theoretic Concepts | T1. Chapter 7 & 9  R7. Chapter 2  Notes |
| 20-24 | Various Models of Oligopoly | T1. Chapter 8 & 10  R7. Chapter 6  Notes |
| 25-27 | Entry deterrence | T1. Chapter 13 & 14  R7. Chapter 8 |
| **4.** | 28-31 | To introduce students to non-pricing instruments of a firm | Advertising and Oligopoly | T1. Chapter 11 |
| 32-35 | Research and Development | T1. Chapter 18  R7. Chapter 9 |
| **5.** | 36-37 | To introduce students to the economics of compatibility and standards: basics of Network Economics | The network externalities approach | R7. Chapter 10  Notes |
| 38-39 | The supporting services approach |
| 40-42 | The components approach |

**5. Learning Outcomes:**

**Topic 1: Basic firm behavior, market structures and welfare implications**

1. The students should be able to analyze basic firms behavior using economic theory.

2. The students should be able to do comparative analysis of welfare implications of monopoly and perfect competition setups.

**Topic 2: Monopoly (pricing) practices and welfare implications**

1. In standard monopoly frameworks, the students should be able to calculate optimal pricing.

2. The students should be able to identify and index market powers of firms in different industries.

**Topic 3: Applications of basic game theoretic tools in oligopolistic market setups**

1. The students should be able to apply basic game theoretic solution concepts (particularly NE and SPNE) to different games.

2. The students should be able to apply basic game theoretic equilibrium concepts to strategic interactions between two or more firms.

**Topic 4: Non-pricing instruments of a firm**

1. The students should be able to analytically model advertisement by firms.

2. The students should be able to analytically model research and development activities by firms.

**Topic 5: Economics of compatibility and standards**

The students will learn how does firm optimal behavior changes if it’s products and services have network effects. The students should be able to derive the effects of such network effects on market power.

**6. Evaluation scheme:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Component** | **Duration** | **Weightage (%)** | **Date and Time** | **Nature of Component** |
| Mid-sem | 90 mts | 30 | 5/10, 11.00 -- 12.30 PM | OB |
| Quizzes- (02) | - | 15 |  | CB |
| Assignments- (02) |  | 15 |  | **OB** |
| Comprehensive Examination | 3 hrs | 40 | 13/12 AN | **CB** |

**7. Chamber Consolation Hour**: To be announced in the class

**8. Notices**: Notices, if any, would be put on CMS.

**9. Make-up Policy**: Make-up will be granted only on genuine grounds and if prior permission is taken. No application will be accepted in the Exam Hall. Make-up will be given only on Doctor’s/Warden’s recommendation and with prior (at least 01 day before the test/exam) permission of the Instructor-in-Charge/Instructor. Make-up application via sms/messages is not acceptable.

**10. Academic Honesty and Integrity Policy:** Academic honesty and integrity are to be maintained by all the students throughout the semester and no type of academic dishonesty is acceptable.

**Instructor-in-Charge**

**BITS F314**