Welcome

This is the course website for **EC5230 Industrial Organisation** at the University of St Andrews.

Industrial Organisation studies the structure of firms and markets, strategic interactions between firms, and the effects of market power on economic outcomes. This course covers both theoretical foundations and practical applications, examining how firms behave in imperfectly competitive markets.

Course Overview

Module Credits: 15 (Semester 2, Optional)

Topics Covered

This module explores key concepts in industrial economics across twelve weeks:

- **Competition and Oligopoly Coordination** (Week 1)
- **Product Differentiation** (Week 2)
- **Economics of Innovation** (Week 3)
- **Economics of Patents and IPRs** (Week 4)
- **Multi-stage Games** (Week 5)
- **Cooperative R&D** (Week 7)
- **Bundling** (Week 8)
- **Advertising** (Week 9)
- **Mergers** (Week 11)
- **Sustainable Industrialisation** (Week 12)

Intended Learning Outcomes

By the end of the module, you will be able to:

- Understand how Industrial Organisation deepens the analysis of

Course Materials

Navigation

Use the links below to access lectures, exercises, and interactive applications.

Lecture Slides

Comprehensive lecture notes covering key topics in industrial organisation:

- Lecture 1: Competition & Oligopoly Coordination
- Lecture 2: Product Differentiation
- Lecture 3: Economics of Innovation
- Lecture 4: Patents and Intellectual Property Rights
- Lecture 5: Multi-stage Games and Strategic Commitment
- Lecture 7: Cooperative R&D
- Lecture 8: Bundling and Tying
- Lecture 9: Advertising and Brand Competition
- Lecture 11: Mergers and Acquisitions
- Lecture 12: Sustainable Industrialisation

Textbooks and Readings

There is no single prescribed textbook. The course draws on chapters from:

- **Belleflamme, P. & Peitz, M. (2015).** *Industrial Organisation: Markets and Strategies* (2nd ed.). Cambridge University Press.
- **Shy, O. (1996).** *Industrial Organisation: Theory and Applications*. MIT Press.
- **Scotchmer, S. (2004).** *Innovation and Incentives*. Princeton University Press.
- **Church, J. & Ware, R. (2000).** *Industrial Organization: A Strategic Approach*. Irwin McGraw-Hill.

Journal articles are available through the online reading list and cited at the end of each lecture.

Assessment

Component	Weight	Timing
Class Test	20%	Week 6
Policy Recommendation	5%	Week 11
Final Examination	75%	May

- **Class Test:** 50-minute in-person test covering Weeks 1–5, including a problem-solving question and a discussion-based question (Week 6, during lecture slot)
- **Policy Recommendation:** Written report (max 1,000 words) analysing a real-world industrial organisation issue of your choice, submitted via MMS by **15 April 2026, 17:00**
- **Final Examination:** Three-hour in-person exam covering all module content (Weeks 1–5, 7–9, 11–12)

Prerequisites

- Good understanding of intermediate microeconomics (market structures, competition, welfare analysis, game theory)
- Basic algebra and calculus (optimisation)
- No econometric or statistical knowledge required

Course Structure

- **Lectures:** 10 × 2 hours (Weeks 1–5, 7–9, 11–12; no lecture during Spring Break Week 6 or Reading Week 10)
  - **Week 1:** Wednesday 28 January 2026, 09:00–11:00
  - **Week 2:** Wednesday 04 February 2026, 09:00–11:00
  - **Week 3:** Wednesday 11 February 2026, 09:00–11:00
  - **Week 4:** Wednesday 18 February 2026, 09:00–11:00
  - **Week 5:** Wednesday 25 February 2026, 09:00–11:00
  - **Spring Break:** 02–08 March 2026
  - **Week 6:** Class Test (Wednesday 11 March 2026, 09:00–10:30)
  - **Week 7:** Wednesday 18 March 2026, 09:00–11:00
  - **Week 8:** no lecture scheduled
  - **Week 9:** no lecture scheduled
  - **Week 10:** Independent Learning Week (06–12 April 2026)
  - **Week 11:** Wednesday 15 April 2026, 08:00–10:00
  - **Week 12:** Wednesday 22 April 2026, 08:00–10:00
- **Tutorials:** 5 × 1 hour (Weeks 3, 5, 7, 11, 12)
  - **Week 3:** Monday 09 February 2026, 14:00–15:00
  - **Week 5:** Monday 23 February 2026, 14:00–15:00
  - **Week 7:** Monday 16 March 2026, 14:00–15:00
  - **Week 11:** Monday 13 April 2026, 13:00–14:00

Contact

Instructor: Prof Gerhard Riener

- **Email:** gr97@st-andrews.ac.uk
- **Office:** G4C Castlecliffe
- **Office Hours:** Wednesday 12–1pm, 2–3pm in lecture weeks

For questions about the course, please feel free to reach out via email or visit during office hours. Book here up to 12 hours before: Book

Course materials developed at the University of St Andrews. Interactive apps based on concepts by Flavio Toxvaerd (University of Cambridge).