| Title of course | **M6.C Industrial Economics** |
|---|---|
| Responsible instructor | Kai Hüschelrath |
| Course objectives and learning outcomes | ▪ Understanding the history and main methodological approaches of industrial economics<br>▪ Identifying key aspects of industry structure, conduct and performance<br>▪ Analysing the welfare effects of selected firm strategies<br>▪ Assessing the spectrum of public policies with respect to markets and industries<br>▪ Synthetising the achieved knowledge in industry-level case studies |
| Course contents | 1) Introduction<br><br>2) Part I - Basic Models<br>▪ Basic Market Models<br>▪ Oligopoly I: Basic Models<br>▪ Oligopoly II: Address Models<br>▪ Oligopoly III: Evidence<br><br>3) Part II - Conduct<br>▪ Collusion<br>▪ Dominant Firms<br>▪ Price Discrimination<br><br>4) Part III - Organization<br>▪ Market Structure<br>▪ Firm and Firm Structure<br>▪ Mergers<br>▪ Interfirm Contracts<br><br>5) Part IV - Applications<br>▪ Advertising, Information, and Sales<br>▪ Innovation<br>▪ Promoting Innovation |
| Teaching methods | ▪ Lectures<br>▪ Exercises<br>▪ Hermeneutic discourses<br>▪ Maieutic discourses<br>▪ Discussions<br>▪ Student presentations<br>▪ Self-study |
| Prerequisites | There are no formal requirements |
| Suggested reading | ▪ Belleflamme, P. and Peitz, M. (2015): Industrial Organization, Cambridge<br>▪ Lipczynski, J., Wilson, J. and Goddard, J. (2005): Industrial Organization, Harlow<br>▪ Knieps, G. (2016): Network Economics, Berlin<br>▪ Martin, S. (2010): Industrial Organization in Context, Oxford<br>▪ Pepall, L., Richards, D. and Norman, G. (2010): Industrial Organization, Cincinnati |
| Applicability | This course is in particular applicable to the following Master programmes: International Business and Economics (M.A.; “IBE”), Finance (M.Sc.)<br>This course is also applicable to other business-oriented Master programmes offered by Schmalkalden University of Applied Sciences. |
| Workload | Total workload: 240 hours, of them: |

| | |
|---|---|
| | ▪ Lecture: 60<br>▪ Self-study: 180, of them<br>  ▪ Course preparation (in particular reading): 70<br>  ▪ Follow-up: 35<br>  ▪ Preparation for academic research project: 25<br>  ▪ Exam preparation: 50 |
| ECTS credit points and weighting factor | 8 ECTS credit points; weighting factor: 8/120 (IBE) or 8/90 (Finance), respectively |
| Basis of student evaluation | ▪ Comprehensive written examination, 90 minutes (80%)<br>▪ Presentation of student research project (20%) |
| Time | First / second academic year |
| Frequency | Every second summer semester |
| Duration | 1 semester |
| Course type | Elective course |
| Remarks | Teaching language is English. The course is limited to 30 students. The places will be allocated on a first come first served basis via the respective Stud.IP course entries. |