

Title of course	<b>Industrial Economics</b>
Responsible instructor	Kai Hüschelrath
Course objectives and learning outcomes	<ul style="list-style-type: none"> <li>▪ Understanding the history and main methodological approaches of industrial economics</li> <li>▪ Identifying key aspects of industry structure, conduct and performance</li> <li>▪ Analysing the welfare effects of selected firm strategies</li> <li>▪ Assessing the spectrum of public policies with respect to markets and industries</li> <li>▪ Synthetising the achieved knowledge in industry-level case studies</li> </ul>
Course contents	<ol style="list-style-type: none"> <li>1) Introduction</li> <li>2) Part I - Basic Models <ul style="list-style-type: none"> <li>▪ Basic Market Models</li> <li>▪ Oligopoly I: Basic Models</li> <li>▪ Oligopoly II: Address Models</li> <li>▪ Oligopoly III: Evidence</li> </ul> </li> <li>3) Part II - Conduct <ul style="list-style-type: none"> <li>▪ Collusion</li> <li>▪ Dominant Firms</li> <li>▪ Price Discrimination</li> </ul> </li> <li>4) Part III - Organization <ul style="list-style-type: none"> <li>▪ Market Structure</li> <li>▪ Firm and Firm Structure</li> <li>▪ Mergers</li> <li>▪ Interfirm Contracts</li> </ul> </li> <li>5) Part IV - Applications <ul style="list-style-type: none"> <li>▪ Advertising, Information, and Sales</li> <li>▪ Innovation</li> <li>▪ Promoting Innovation</li> </ul> </li> </ol>
Teaching methods	<ul style="list-style-type: none"> <li>▪ Lectures</li> <li>▪ Exercises</li> <li>▪ Hermeneutic discourses</li> <li>▪ Maieutic discourses</li> <li>▪ Discussions</li> <li>▪ Student presentations</li> <li>▪ Self-study</li> </ul>
Prerequisites	There are no formal requirements
Suggested reading	<ul style="list-style-type: none"> <li>▪ Belleflamme, P. and Peitz, M. (2015): Industrial Organization, Cambridge</li> <li>▪ Lipczynski, J., Wilson, J. and Goddard, J. (2005): Industrial Organization, Harlow</li> <li>▪ Knieps, G. (2016): Network Economics, Berlin</li> <li>▪ Martin, S. (2010): Industrial Organization in Context, Oxford</li> <li>▪ Pepall, L., Richards, D. and Norman, G. (2010): Industrial Organization, Cincinnati</li> </ul>
Applicability	<p>This course is in particular applicable to the following Master programmes: International Business and Economics (M.A.; "IBE"), Finance (M.Sc.)</p> <p>This course is also applicable to other business-oriented Master programmes offered by Schmalkalden University of Applied Sciences.</p>
Workload	Total workload: 240 hours, of them:

	<ul style="list-style-type: none"> <li>▪ Lecture: 60</li> <li>▪ Self-study: 180, of them <ul style="list-style-type: none"> <li>▪ Course preparation (in particular reading): 70</li> <li>▪ Follow-up: 35</li> <li>▪ Preparation for academic research project: 25</li> <li>▪ Exam preparation: 50</li> </ul> </li> </ul>
ECTS credit points and weighting factor	8 ECTS credit points; weighting factor: 8/120 (IBE) or 8/90 (Finance), respectively
Basis of student evaluation	<ul style="list-style-type: none"> <li>▪ Comprehensive written examination, 90 minutes (80%)</li> <li>▪ Presentation of student research project (20%)</li> </ul>
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.