

# Enquire Teaching Timetable

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## Course Outcome

### ECON 3480 - Industrial Organization

#### Learning Outcome

- 1) Have a good understanding of the theories in industrial organization
- 2) Gain an ability to apply creatively the theories to understand firms' interactions.

#### Course Syllabus

The course applies microeconomic theories to the study of the organization of firms, industries, markets, and firm behaviors. It emphasizes strategic interactions among firms as ways to characterize firm behaviors: price setting, entry and exit decisions, vertical integration, R&D, etc. This approach also draws implications on the effects of government policies, including regulations, competition policy and trade policies.

#### Assessment Type

	Assessment Type	Current Percent
1	Essay test or exam	80
2	Others	20

#### Feedback for Evaluation

Course and teaching evaluation at end of course  
 Informal feedback channels throughout the course (face-to-face, email, WebCT)  
 Departmental Retreat  
 Programme Review

#### Required Readings

Cabral, Luis. 2000. Introduction to Industrial Organization. Cambridge, MA: MIT Press.

#### Recommended Readings

Church, Jeffrey, and Roger Ware. 1999. Industrial Organization: A Strategic Approach. Homewood, Ill: Irwin McGraw-Hill.  
 Friedman, David D. 1990. Price Theory: An Intermediate Text, 2nd Edition. Cincinnati, OH: South-Western Publishing Co.  
 McAfee, Preston R. 2006. Introduction to Economic Analysis.  
 McCloskey, Deirdre. 1985. The Applied Theory of Price, 2nd Revised Edition. New York, NY: MacMillan.