

Syllabus

Name:			
Introduction to Industrial Organization			
Responsible:			
Professor Toker Doganoglu, Ph.D, Chair of Industrial Economics			
Program:	Type:	Term:	ECTS:
Bachelor	Lecture	Winter	5 CP
Contents & Objectives:			
<p>The purpose of this course is to provide an introduction to the main concepts and analytical tools of the theory of industrial organization. Industrial organization studies how firms interact and compete with each other in the market. The focus is predominantly on markets characterized by imperfect competition, i.e. markets where firms can exercise market power. Students who complete this course will be able to comprehend and use simple game theoretic models of oligopoly competition. By using these models, they will be able to understand and suggest managerial policies. They will be able to comment on governmental remedies in case of market failure within the context of the existing competition laws.</p>			
Prerequisites:			
Students taking this class should be familiar with basic concepts in Microeconomics and Game Theory. This background is provided in the courses " Games and Strategies " and " Mikroökonomik II ".			
Course Structure:			
Week	Content		
1	I Games and Strategy		
2	II Oligopoly		
3	III Product Differentiation		
4	IV Dynamic and Repeated Games		
5	V Collusion		
6	VI Market Structure, Entry and Exit		
7	VII Mergers		
8	VIII Vertical Relations		
9	IX Strategic Behavior by Incumbent Firms		
10			
11			
12			

Literature:

The course will follow the topics in:

“An Introduction to Industrial Organization”, by L. M. Cabral, MIT Press, 2000.

This is the main text and it will be supplemented with lecture notes.

Grading:

60 Minute Exam

Contact:

Professor Toker Doganoglu, PhD. (Toker.Doganoglu@uni-wuerzburg.de)