

Economics 5360
Industrial Organization
Fall 2015

Prof. Gregory Adams

Class Hours: Mon/Weds: 8:05 am – 9:25 am

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Office Hours: Weds. 9:45 am – 11:00 am

Course Goals: The goal of Economics 5360 is to introduce economic majors to the field of industrial organization (“I.O.”). I.O. applies basic concepts of microeconomics to the study of various forms of market structure (such as perfect competition, monopoly, and oligopoly) and the welfare implications of these market structures. The policy and legal field of antitrust relies heavily on the economics of industrial organization, as does the study of corporate strategy.

Required Text: Jeffrey Church and Roger Ware, Industrial Organization: A Strategic Approach. This text is available as a PDF here: http://works.bepress.com/cgi/viewcontent.cgi?article=1022&context=jeffrey_church. The download is free (you are welcome); you are allowed to print one copy. If you prefer a bound text, used copies are available from Amazon and other vendors.

Course Expectations and Grading:

I expect you to attend class and have completed the assigned reading for each class. I plan to conduct an interactive class, and expect to have substantive class room discussions. Class participation will be a component of the final grade. I plan to assign homework which will be collected and randomly graded. Homework will be a component of the final grade.

I understand that “stuff happens” and perfect attendance is not always feasible. However, I generally expect students to attend class, and to arrive on time. If you need to arrive late or leave early, please do so as unobtrusively as possible (but do not skip part of the class because you cannot attend all of the class).

Class Participation	15%
Problem Sets	25%
Mid Term	30%
Final	40%

Website: Course materials will be posted under [TBD].

University Regulations: The University of Utah seeks to provide equal access to its programs, services, and activities for people with disabilities. If you will need accommodations in the class, reasonable prior notice needs to be given to the instructor and the Center for Disability Services, <http://disability.utah.edu/> 162 Olpin Union Bldg, 581-5020 (V/TDD) to make arrangements for accommodations. This information is available in alternative format with prior notification. Unscholastic behavior (cheating, disruptive behavior, etc.) will not be tolerated and may lead to expulsion from and failure of this course and to other more severe penalties.

Class Schedule: The preliminary class schedule is below. This is the first time I have taught this class; I expect some topics will take more or less time to cover than I anticipate here. Thus, we will likely need to adjust this schedule as we go. Some topics may not be covered; you will not be tested or graded on any material we do not cover in class.

Date	Lecture #	Topic	Reading
Aug 24	1	Introduction; Market Power	Chapter 1, 3.1
Aug 26	2	Market Power; Micro Foundations	Chapter 2
Aug 31	3	Dominant Firms	Chapter 4.1 - 4.3
Sept 2	4	Game Theory	Chapter 7
Sept 9	5	Oligopoly - Cournot	Chapter 8.1 - 8.2
Sept 14	6	Oligopoly - Bertrand	Chapter 8.3 - 8.4
Sept 16	7	Game Theory II	Chapter 9
Sept 21	8	Dynamic Oligopoly I	Chapter 10.1 - 10.3
Sept 23	9	Dynamic Oligopoly II	Chapter 10.4 - 10.8
Sept 28	10	Measuring Market Power	Chapter 12
Sept 30	11	Strategic Behavior	Chapter 13
Oct 5	12	Review/Catch-up	
Oct 7	13	MID TERM	
Oct 19	14	Entry Deterrence	Chapter 14
Oct 21	15	Strategic Behavior	Chapter 15
Oct 26	16	Switching Costs	Chapter 16.2
Oct 28	17	Tying	Chapter 16.4
Nov 2	18	Price Discrimination	Chapter 5
Nov 4	19	Antitrust: Theory of the Market	Chapter 19
Nov 9	20	Raising Rivals Costs	Chapter 20
Nov 11	21	Predatory Pricing	Chapter 21
Nov 16	22	Vertical Restraints	Chapter 22
Nov 18	23	Horizontal Mergers	Chapter 23 and

			Merger Guidelines
Nov 23 (*)	24	Intellectual Property	IP Guidelines
Nov 25 (*)	25	Economic Regulation	Chapter 24
Nov 30	26	Natural Monopoly	Chapter 25
Dec 2	27	Antitrust Law	Appendix A.1 Additional Reading
Dec 7	28	Review/Catch-up	
Dec 9	29	Review/Catch-up/Final?	