

Final Assignment (individual work, 20% of your total marks)

** Due 1 May 2012, before 1pm at the BE office**

Early submission at the BE office is fine. Late papers count as 50% of your actual marks.

Your paper should be no more than 3 pages long, **Single-spaced** with a proper reference page. Plagiarism will not be compromised and will be given an F.

The grading criteria is based on the strength of your argument. The point of writing a paper is not to list all the correct answers and explain them, but to "convince" your readers. Thus, you should take some time to "think" before start writing. The more convincing your paper is, the more points you will receive.

If your paper will contain ideas that you get from books, internet, websites, newspapers, magazines, etc., you **MUST** give credits to those ideas. A correct form of reference will have to be included at the end of your paper. Here are some links you can consult:

- APA style: <http://www.library.cornell.edu/resrch/citmanage/apa>
- MLA style: <http://honolulu.hawaii.edu/legacylib/mlahcc.html>

** Please proofread your paper before you submit in order to fix any grammatical errors.

Now, choose 1 area out of the following 3 areas

1. Merger and Acquisition, horizontal (merge, break)

- Choose an industry or a company (anywhere in the world). Make up your own topic.
- In the first paragraph, write your statement of problems. This is to explain the situation briefly and explain what problem(s) you would like to explore
- In the next paragraphs, find information to the answer your problem.
 - For example, you can pick a horizontal mergers case (For example, ATT&T and T-Mobile). Then, do some research to find their incentives to merge. After that, comment on whether this mergers should be allowed from the society's (regulator's) point of view. This comment should include what you expect to happen to the producers' welfare, consumers' welfare and the total welfare.
- In the last paragraph, you should write a conclusion.

2. Vertical Integration, Restraint, Outsource

- Choose an industry or a company (anywhere in the world). Make up your own topic.
- In the first paragraph, write your statement of problems. This is to explain the situation briefly and explain what problem(s) you would like to explore
- In the next paragraphs, find information to the answer your problem.
 - For example, you can pick a vertical mergers case **OR** a firm that already has a vertically integrated structure (For example, CP). Then, do some research to find their incentives to have this structure. After that, comment on the effects to producers' welfare, consumers' welfare and the total welfare.
- In the last paragraph, you should write a conclusion.

3. Government regulation, subsidy of common goods.

- Choose an industry or a company (anywhere in the world). Make up your own topic.
- In the first paragraph, write your statement of problems. This is to explain the situation briefly and explain what problem(s) you would like to explore
- In the next paragraphs, find information to the answer your problem.
 - For any industry that is already under government regulation: explain what are the reasons why the government is regulating? Do you think these are the good reasons and do you think the government should continue to regulate?
 - For any industry that is not under regulation but you think the government should regulate: explain what are the reasons why you think the government should regulate this industry? Do you think the regulation is likely to be successful?
- In the last paragraph, you should write a conclusion.

4. Free-style

- Your paper should contain economic analysis of a business issue. You should still have the statement of problems, information to answer your problem, and a conclusion paragraph.