



Course Outline

EE481 Industrial Economics

Semester 2/2025 (January 5 – May 2, 2026)

Lecture Time: Wednesday, 13.00-16.00 hours

Lecture Venue: Room 202

Teaching Materials Platform: Google Classroom, class code: fd6l5ub3

Instructor:

Name: Dr. Pimwilai Kijjanapanich

Office Hours: Friday, 13.00-14.00 or by appointment at Room 512,
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Number of Credit: 3 Credits (3-0-6)

Prerequisite: EE311

Course Description:

This course studies behaviors of firms under imperfectly competitive markets. It covers the structure–conduct–performance (SCP) paradigm, which examines the relationship among market structure, firms' conducts and their performance. It also covers firms' decision on operation, resource allocation, as well as firm's strategic actions. Price theory and game theory will be used to analyze issues such as pricing, research and development, advertising, and firms' decision under imperfect information

Student Evaluation:

Assignments	10%
Project	15%
Mid-term examination	35%
Final examination	40%

Learning Management and Evaluation

CLOs	Learning Management	Evaluation Method
CLO K1 K2 K4 Able to analyze and propose solutions to industry problems using economic theory and tools, and apply such knowledge effectively in practical work settings.	<ul style="list-style-type: none"> Lecture Case study Self-directed learning through in-class activities and group reports 	<ul style="list-style-type: none"> Written exam (75%) Analysis and recommendations in the group report (15%) Analysis in weekly exercises (10%)
CLO S1 S2 Able to select and apply appropriate tools, such as price theory, game theory, and the Structure-Conduct-Performance (SCP) framework, to solve problems in markets and industrial sectors.	<ul style="list-style-type: none"> Lecture Case study Self-directed learning through in-class activities and group reports 	<ul style="list-style-type: none"> Written exam (75%) Selection and application of tools in group reports and responses during presentations (15%) Selection and application of tools in weekly exercises (10%)
CLO E1 Adheres to academic ethics and properly cites academic work.	<ul style="list-style-type: none"> Self-directed learning through in-class activities and group reports 	<ul style="list-style-type: none"> Proper citation of sources in group reports and during presentations, and contribution of opinions on classmates' presentations (included in the 15%)
CLO E3 Able to assess ethical impacts on society, resource distribution, and sustainability, and capable of recommending economic decisions and designing policies with social responsibility in mind.	<ul style="list-style-type: none"> Lecture Case study Self-directed learning through in-class activities and group reports 	<ul style="list-style-type: none"> Written exam (75%) Ethical analysis and recommendations in group reports (15%) Ethical analysis and recommendations in weekly exercises (10%)
CLO C1 Able to work in teams and demonstrate leadership in group tasks.	<ul style="list-style-type: none"> Self-directed learning through in-class activities and group reports 	<ul style="list-style-type: none"> Appropriate division of responsibilities in group work and contribution of opinions on classmates' presentations (included in the 15%)
CLO C2 C4 Possesses creativity, accepts differing opinions, plans work systematically, and continuously develops oneself.	<ul style="list-style-type: none"> Self-directed learning through in-class activities and group reports 	<ul style="list-style-type: none"> Development of the final group report based on feedback from the draft and responsiveness to peer feedback during

CLOs	Learning Management	Evaluation Method
		presentations (included in the 15%)

Main Text:

1. Carlton, D.W. and J.M. Perloff, **Modern Industrial Organization**, 4th ed., Addison-Wesley, 2005. **(CP)**
2. Recommended Texts & Materials: Church, J. and R. Ware, **Industrial Organization: A Strategic Approach**, McGraw-Hill, 2000. **** Main Textbook for some chapters ** (CW)** (available online)

Suggested Readings:

1. Rasmusen, E., **Games & Information**, 3rd. ed., Blackwell, 2001. **(R)**
2. Tirole, J., **Industrial Organization**, The MIT Press, 1989.
3. Harvard Business Review (<http://hbr.org>)
4. General Newspaper

Teaching Plan:

1. Introduction and Theory
 - a) Overview **CP 1** or CW 1
 - b) The Firm and Cost / Theory of the Firm **CP 2** or CW 3
2. Dominant Firm
 - a) Dominant Firm **CP 4**
*You should have learned about Monopoly already from EE311.
3. Game Theory
 - a) Static Games **R 1, 2, 3**
 - b) Dynamic Games **R 4, 5, 6**
4. Oligopoly
 - a) Cartel **CP 5**
 - b) Cournot model **CP 6** or CW 8.2
 - c) Bertrand model **CP 6** or CW 8.3
 - d) Multi-period Models of Oligopoly **CP 6** or CW 10
 - e) Industry Structure and Performance **CP 8**
5. Business Practices Strategies and Conduct
 - a) Price Discrimination **CP 9, CP 10**
 - b) Strategic Behavior **CP 11**
 - c) Vertical Integration and Vertical Restrictions **CP 12**
6. Government Policies
 - a) Antitrust **CP 19** or CW 19
 - b) Regulation **CP 20** or CW 24
7. Other Issues (if time allows, we will study some of these topics)
 1. Production Differentiation **CP 7** or CW 11
 2. Advertising **CP 14** or CW 17

- 3. Information
- 4. R&D and Patent

CP 13
CP 16 or CW 18

Tentative Learning Activities:

Class No.	Date	Topics
1	Jan 7	Introduction and Theory
2	Jan 14	Dominant Firm
3	Jan 21	Game Theory
4	Jan 28	Oligopoly
5	Feb 4	Industry Structure and Performance
6	Feb 11	Price Discrimination
7	Feb 18	Price Discrimination
Midterm Examination: Wednesday, February 25, 12.00-14.00		
8	Mar 4	Strategic Behavior
9	Mar 11	Strategic Behavior
10	Mar 18	Vertical Integration and Vertical Restrictions
11	Mar 25	Production Differentiation
12	Apr 1	Information and Advertising
13	Apr 8	R&D and Patent
14	Apr 22	Student Presentation
15	Apr 29	Student Presentation
Final Examination: Monday, May 11, 13.30-16.30 hrs.		

Important Dates

Add-Drop period	January 5-18, 2026
Midterm	Wed., February 25; 12.00-14.00
Final	Wed., May 11; 13.30-16.30
Last day for course withdrawal	March 15, 2026