Course Outline

EE481: INDUSTRIAL ECONOMICS

Semester 1/2021 (August 9 – November 27, 2021)

Number of Credit: 3

Prerequisite: EE 311

Course Description: study the behaviors of firms in imperfectly competitive markets on how to set the pricing and non-pricing strategies under different environments, such as different market structure, different technologies, and different government regulations. The methodology used mainly is based on the applied game theory under asymmetric information.

Course Objectives: Students should be able to set the optimal strategies of firms under different circumstances in the imperfectly competitive markets.

Class Time and Logistic

Class day: Wednesday and Friday

Class time: 14.00-15.30

Teaching Materials Platform: Google Classroom
https://meet.google.com/lookup/cyhif4dykf

Meeting Platform: Google Meet
https://classroom.google.com/c/MzczNTE3NjkwMjU2?cjc=hywajj2

Instructor:

Name: Chanin Mephokee

Office Hours: By appointment

Email: Chanin@econ.tu.ac.th

Line ID: chaninme (students are strongly recommended to set the Line group)

Phone:

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Main Text:

Carlton and Perloff, Modern Industrial Organization, fourth edition, Pearson Education Limited, 2015.

Drucker, P., Theory of the Business, Harvard Business Review Classics, 2017.

Rasmusen, Eric, Games & Information, third edition, Blackwell Publishers Ltd., 2001.

Tirole, Jean, Industrial Organization, The MIT Press, 1989.

Recommended Texts & Materials

Allen F., "Reputation and Product Quality", the Rand Journal of Economics, 15 No.3, pp.311-327,1984.

Dixit, A., "A Model of duopoly suggesting a theory of entry barriers", the Bell Journal of Economics, 10 No.1. pp. 20-32, 1979.

Kreps and Wilson, "Reputation and Imperfect Information", Journal of Economic Theory, 27, pp. 253-279, 1982.

Suggested Readings:

Harvard Business Review, various issues

Grading Criteria:

Mid-term examination (October 1st. 12.00-14.00)	30
Term Paper (December 10th. 16.30)	30
Final examination (December 1st. 13.30-16.00)	40

Expected Learning Outcomes: Every student should understand the basic knowledge on business strategic planning

Tentative Class Schedule:

Week		Topics	
1		Introduction to industrial Economics: Methodology	
2		Drucker's Theory of Business	
3		M. Potter on "What is Strategy?"	
4		Market and Market Analysis	
5		Asymmetric Information Game Theory	
6		Oligopoly Models	
7		Product Quality and Price signaling	
8		Vertical and Horizontal Product Differentiation	
9		Advertising	
10		Entry and Accommodation	
11		Vertical integration and Vertical Restriction	
12		Horizontal Integration and Collusion	
13		Disruptive Technology and Intellectual Property Rights Protection	
14		Reputation, Limit Pricing, and Predation	
15		Government Regulation: Competition Policy	

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