



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Industrial Economics							
Course Code		ECO315		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	6	Workload	150 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Aims to develop the student's analysis ability by examining theoretical approach and applications of Industrial Economics.							
Course Content		Introduction to Industrial Economics, Firms in the Different Industrial Structures, Competition or Cooperation Between Firms, Pricing With Market Power in Firms.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)									

Prerequisites & Co-requisites

ECTS Requisite	70
----------------	----

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Erdal TÜRKKAN, Rekabet Teorisi ve Endüstri İktisadı, Turhan Kitabevi, Ankara, 2001.
2	Kemal YILDIRIM-Rana EŞKİNAT-Ali KABASAKAL, Endüstriyel Ekonomi, 3. Baskı, Ekin Kitabevi, 2005.

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to Industrial Economics
2	Theoretical	Economic Organization
3	Theoretical	The Methods of Determine the Structure of Industry
4	Theoretical	Firms in the Different Industrial Structures
5	Theoretical	Firms in the Other Industrial Structures
6	Theoretical	Competition or Cooperation Between Firms
7	Theoretical	Agreements Between Firms
8	Intermediate Exam	Midterm Examination
9	Theoretical	Entry and Exits to Industry
10	Theoretical	Pricing With Market Power in Firms
11	Theoretical	Pricing With Market Power in Firms
12	Theoretical	Markets with Asymmetric Information
13	Theoretical	Game Theory
14	Theoretical	Game Theory
15	Theoretical	General Assessment
16	Final Exam	Final Examination
17	Final Exam	Final Examination

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Reading	14	0	2	28
Individual Work	14	0	3	42
Midterm Examination	1	15	1	16



Final Examination	1	21	1	22
Total Workload (Hours)				150
[Total Workload (Hours) / 25*] = ECTS				6
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Compares theoretical approaches of Industrial Economics.
2	Analysis the companies in different Industrial Structures within the framework of models.
3	Solves problems of different models.
4	Express the concepts related to the basic concepts of industrial economics.
5	Evaluate market and firm success in different market structures.

Programme Outcomes (Human Resources Management)

1	Having adequate scientific knowledge of Human Resources Management, basic business concepts and other social sciences
2	Thinking critically and analytically
3	Having knowledge of communication and information technologies
4	In-depth understanding of the research process and application of a range of research techniques into studies, researches and projects
5	In-depth understanding of usage of Human Resources Management and other social sciences theoretical and applied knowledge together.
6	Ability to interpret basic Business concepts from Human Resource Management perspective
7	Ability to implement basic HRM responsibilities in institutions such as HR Planning and staffing, labor relations, occupational healthy and safety, training planning, performance and rewards management, career planning, employment and interview techniques and legal HR issues
8	Implementing quality process approach into HRM process by considering institutional development, internal and external customer satisfaction; in case of need, having sense of responsibility making contribution for problem solving and continuous development and process excellence ability by problem identification, goal setting, reorganisation and change management skills
9	Management of resources and assets by considering budgetary, financial and legal issues; management of projects/operations with the ability of planning, implementation, and auditing; Having skills on management of self and other people
10	Enriching result oriented working approach with continuous learning approach
11	Strong oral and written communication skills and ability to present ideas and information effectively
12	Monitor and communicate with colleagues in a foreign language using at least the European Language Portfolio B1 General Level
13	Ability to work with people of various cultural and educational background by valuing team work, developing empathy and listening skills
14	Being conscious on social, academic and professional ethical values
15	Development of critical theoretical appreciation of 'how', 'why' and 'where' HRM contributes to and supports employee and societal development, and implementing these approach for applied and graduate projects and working life

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L3	L5
P1			3
P2	3	3	
P4		3	3
P5	3		
P6		3	4
P7	4		
P8			4
P10	5		
P13	4		
P14			4
P15	4	5	

