



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
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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 (Economics)

1	It defines and evaluates the basic economic concepts, theories, and methods.
2	It offers a basic level of policy proposals towards current economic problems.
3	It analyzes in the context of economic and social events in a historical perspective.
4	It explains the role of economic actors (such as government, company, or household) in the economy.
5	It follows national and international economic indicators and developments and it uses economic knowledge and methods in different areas.
6	It provides methods, tools and techniques necessary for the modelling and analysis of economic data and evaluates outcomes accordingly.
7	It defines economic systems, decision-making, policies and problems and it provides feedback about them.
8	It benefits from other disciplines that contribute to economic basis and holds a basic knowledge of these disciplines.
9	It explains and comments on economic growth, development and productivity problems on basic grounds.
10	It provides sufficient know-how in sub-branches such as public economics, industry, agriculture, environment and natural resources, labor, knowledge and ownership of the economy, international finance, money, in political economy and econometrics.
11	It defines and evaluates the concept of business on basic grounds.
12	It provides a sufficient level of legal know-how that may be demanded from high skill labor in both public and private sectors.
13	It defines the role of innovation, creativity and technology in the dynamic global economy.
14	It shows skills that will be useful for future employment opportunities and the working environment.
15	It considers science as a rational individual with professional and ethical responsibility.

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

	L1	L2	L3
P1	4	4	4
P3	2	2	2
P4	4	3	4
P10	4	4	4
P13	2	2	2

