



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Industrial Economy							
Course Code		EFN580		Couse Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	125 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Market structures are one of the most important areas in which economic theory is examined within the framework of models. Starting from this point on, the course examines market structures, market power, efficiency and other important parameters theoretically and empirically.							
Course Content		Market Structures, Cournot-Bertrand-Stackelberg Models, Market Power and Efficiency, Regulation							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Individual Study					
Name of Lecturer(s)									

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

### Recommended or Required Reading

1	Martin, S.,(2002), Advanced Industrial Economics, Blackwell Pub. II. Ed. Martin, S.,(1993)
2	Yildirim, Kemal, R. Eşkinat, Ve A. Kabasakal, Endüstriyel Ekonomi, 3. Baskı, Ekin, Bursa, 2005.

Week	Weekly Detailed Course Contents	
1	Theoretical	Firm, Industry and Market
2	Theoretical	Perfect Competitive and Monopolistic Markets
3	Theoretical	Other Imperfect Competition Markets and Cartelization
4	Theoretical	Monopolistic Competition and Location Models
5	Theoretical	Strategic Pricing
6	Theoretical	Advanced Price Differentiation Methods
7	Theoretical	Advanced Price Differentiation Methods
8	Intermediate Exam	Midterm
9	Theoretical	Pricing in Firms: Price Discrimination
10	Theoretical	Strategic Costing
11	Theoretical	Opportunity in Markets and Renewal of Agreements
12	Theoretical	Vertical Mergers and Vertical Constraints
13	Theoretical	Asymmetric Information and Strategic Behavior
14	Theoretical	Patents and Technological Change
15	Theoretical	Durable Goods: Firm Decisions in the Long Run
16	Final Exam	Final Exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70
Individual Work	7	2	2	28
Midterm Examination	1	10	1	11
Final Examination	1	15	1	16
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5

\*25 hour workload is accepted as 1 ECTS

### Learning Outcomes

1	Analyzes short term and long term production theories within the framework of profit maximization
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2	Specifies the features of perfect competition market, makes comparative analysis with imperfect competition markets
3	Explains how profit maximization occurs in imperfect competition markets by verbal, geometric and algebraic methods
4	To determine the evaluation methods of industrial products
5	To be able to interpret the behavior of companies with a broad perspective

**Programme Outcomes (Economics and Finance Interdisciplinary Master)**

1	To be able to use the basic concepts in the field of economics and finance correctly
2	To be able to comprehend philosophical, social, historical and psychological principles influencing economics and finance
3	To be able to analyze economical and financial events theoretically and empirically
4	To be able to evaluate any economical and financial problem in accordance with scientific principles
5	To be able to prepare solutions for an economical or financial problem cooperatively in accordance with principles and criteria
6	To be able to follow contemporary implementations, and national and international academic publications
7	To be able to prioritize scientific methods and ethical principles in economics and finance while considering and implementing field specific professional issues
8	To be willing to do scientific research in the field of economics and finance
9	To be able to create value for economics and finance profession as a professional identity

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

	L1	L2	L3	L4	L5
P1	5	4	4	4	5
P2	4	3	4	5	3
P3	3	4	3	5	3
P4	4	4	4	4	4
P5	3	3	3	3	4
P6	4	4	3	3	5
P7	3	3	4	3	4
P8	3	5	3	4	3
P9	4	4	4	3	3

