



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Industrial Economics							
Course Code		EF264		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	5	Workload	122 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Microeconomic theory is a subfield of economics in the field of production-price theory point of view, observing a mixed-business topics of interest and are waiting to be clarified. Operating on the theory and practical training of the individuals within the framework of analysis is not trivial, introducing the basics of the business world economic structure. At first glance, to explain some of the students of economics as a matter of analytical or logical kurgulayıp forced to respond with integrity in these matters, this course aims to introduce students to the applicability of economic theory perhaps.							
Course Content		Fundamental concepts in microeconomics, industrial structures: monopoly, perfect competition, oligopoly: Bertrand model, the paradox of Bertrand, Cournot model, price discrimination, market structure and market power, concentration and market power, input costs, market structure and efficiency, vertical relations, product differentiation, advertising.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Individual Study					
Name of Lecturer(s)									

### Assessment Methods and Criteria

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

### Recommended or Required Reading

2	YILDIRIM, Kemal, R. EŞKİNAT, ve A. KABASAKAL, Endüstriyel Ekonomi, 3. Baskı, Ekin, Bursa, 2005.
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Week	Weekly Detailed Course Contents	
1	Theoretical	Company, Industry and Market
2	Theoretical	Full Competitive and Monopolistic Markets
3	Theoretical	Other Imperfect Markets and cartelization
4	Theoretical	Monopolistic competition and Location Models
5	Theoretical	Strategic Pricing
6	Theoretical	Advanced Methods of Price Differentiation
7	Theoretical	Advanced Methods of Price Differentiation
8	Intermediate Exam	midterm exam
9	Theoretical	Firms Pricing: Price Discrimination
10	Theoretical	Strategic Costing
11	Theoretical	Renewal of opportunism in the markets and contracts
12	Theoretical	Vertical Mergers and Vertical Constraints
13	Theoretical	Asymmetric Information and Strategic Behavior
14	Theoretical	Patents and Technological Change
15	Theoretical	Durable Goods: Decisions of Long-Run Firm
16	Final Exam	final exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	3	3	84
Individual Work	10	1	1	20
Midterm Examination	1	8	1	9



Final Examination	1	8	1	9
Total Workload (Hours)				122
[Total Workload (Hours) / 25*] = <b>ECTS</b>				5
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	Short-term and long-term profit maximization within the framework of production theory analyzes
2	Specifies the properties of perfect competition, makes the comparative analysis of imperfectly competitive markets.
3	How the imperfectly competitive markets, profit maximization, verbal, describes the geometric and algebraic methods
4	To be able to determine the evaluation methods of industrial products.
5	To recognize the sectors in industry.

### Programme Outcomes (Economics)

1	To be able to understand and interpret the concepts, theories and methods of basic economics
2	To be able to apply mathematical, statistical and econometric analysis tools to economic problems
3	To be able to interpret the structure and characteristics of the markets in the economy by understanding the current economic events
4	To be able to define the role of innovation, creativity and technology concepts in the dynamic global economy.
5	To be able to prepare projects and to gain creativity skills
6	To be able to analyze macro and micro economic activities.
7	To be able to adapt the philosophy of lifelong learning

### 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	4	4	3	3	3
P2	4	5	3	3	3
P3	3	4	3	3	3
P4	3	5	3	3	3
P5	3	5	3	3	3
P6	4	5	3	3	3
P7	5	5	4	3	3

