

Department of Economics and Finance  
College of Management and Economics  
ECON\*4780.01  
Topics in Industrial Organization  
Winter 2014

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Course Outline

Instructor: Henry Thille  
Office: 702 MacKinnon  
Office hours: By appointment.

**Description:** This course examines a number of selected topics in industrial organization which enhance our ability to understand the how particular characteristics of the market environment affects competition. Topics examined include network effects, product development and adoption, dynamic competition, and vertical relationships.

**Prerequisites:** ECON\*3530, ECON\*3740

**Requirements:** Classes will be conducted in a seminar style. Students are required to do assigned readings prior to class and to participate in the discussion of the readings. In addition, students will be assigned one or two papers for which they will lead the discussion. This participation will account for 20% of the grade.

An additional 20% of a student's grade will be determined by assignments related to the readings.

The final 60% of the grade will consist of a term paper which will be written on a topic of the student's choosing. It is to be no more than 12 pages of double-spaced 12-point text. Style guidelines for the paper will be posted on courselink. A set of intermediate deadlines must be met in order to complete this requirement:

Date:	Requirement:
Jan. 30	One or two paragraph (max.) description of topic.
Mar. 14	Draft paper due.
Week 10/11/12	Presentation of paper.
Apr. 4	Final paper due.

**Reading:** A reading list will be distributed at the beginning of the semester. Readings will be assigned from journal articles available through the library. In addition readings may be assigned from a couple of books that are available electronically:

Church, Jeffrey and Roger Ware. *Industrial Organization: A Strategic Approach*. McGraw-Hill. 2000. This book is out of print, although used copies may be available. An electronic version is available at the following link: [http://works.bepress.com/jeffrey\\_church/23/](http://works.bepress.com/jeffrey_church/23/)

Oz Shy, *The Economics of Network Industries*. Cambridge University Press. 2001. (available online through library)

## Topics:

- The economics of networks.
- Markets for electricity.
- Advertising and product adoption.
- Research and development.
- Patents and copyright.
- Dynamic models of oligopoly.
- Vertical integration and vertical restraints.

It is your responsibility as a student to be aware of and to abide by the University's policies regarding academic misconduct, e-mail communication, maintaining copies of out-of class assignments, what to do when you cannot meet a course requirement and the drop date for this semester. To better understand these policies, visit:

<http://www.uoguelph.ca/economics/node/1115>

You will be asked to complete an evaluation of this course at some time during the last two weeks of the semester. The Department of Economics policy regarding the conduct and use of these evaluations will be found at <http://www.uoguelph.ca/economics/academics/courses/course-evaluation>

Learning outcomes: In this course you will develop your skills and knowledge in the following ways:

- Skills:
  - Written communication.
  - Oral communication.
  - Analytical problem solving.
- Knowledge:
  - Microeconomic modelling.
  - Understanding specific markets.
  - Economic policy and regulation.