



General Course Information

Instructor:	Henry Thille
<i>Email</i>	hthille@uoguelph.ca
<i>Office Location</i>	MacK 702
<i>Office Hours</i>	TBA
<i>Department/School</i>	Economics and Finance

Pre-requisites: ECON*3530, ECON*3740

Course 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. Examples of topics covered include network effects, intellectual property, product development and adoption, dynamic competition, and vertical relationships.

Content

We will discuss topics to be covered in the first week of the semester, at which point a detailed reading list will be distributed. Readings will be assigned from the Shy book as well as journal articles available through the library. A preliminary list of topics to be covered is:

- The economics of network industries.
- Intellectual property.
- Models of product differentiation.
- The dynamics of collusion.
- The theory of the firm.

Course Assessment

		Due Date/ location
Assignments:	20%	
Exam:	40%	Tues. March 17, 2015
Term paper:	40%	Students will make a presentation on the topic of their term paper in the final two weeks of classes. Thurs. April 2, 2015
Total	100%	

Course Resources

Required Texts:

A significant amount of reading will be assigned from the following book which should be available in the bookstore:

Oz Shy, *The Economics of Network Industries*. Cambridge University Press. 2001.

In addition, another useful resource is the book

Church, Jeffrey and Roger Ware, *Industrial Organization: A Strategic Approach*, McGraw-Hill, 2000, for which an electronic version is available at the following link:

http://works.bepress.com/jeffrey_church/23/

University Policies

Academic Consideration

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for

Academic Consideration: <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Undergraduate Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/2014-2015/>

Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact Student Accessibility Services as soon as possible.

For more information, contact SAS at 519-824-4120 ext. 56208 or email csd@uoguelph.ca or see the website: <http://www.csd.uoguelph.ca/csd/>

Course Evaluation Information

Please refer to <https://www.uoguelph.ca/economics/course-evaluation>

Drop date

The last date to drop one-semester courses, without academic penalty, is March 6th, 2015. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/2014-2015/>

Course Learning Outcomes

Knowledge

- 1) Microeconomic Modeling: limitations of the competitive market model due to market power and externalities.
- 2) Understanding of Specific Markets: markets subject to network effects.
- 3) Economic Policy and Regulation: market power.

Skills

- 1) Numerical Problem Solving
- 2) Analytical Problem Solving
- 3) Written Communication, Oral Communication/Presentation