Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
ECON401	Industrial Economics	7	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Bachelor Degree
Objective	The course aims at familiarising students with different market structures and analysing the relationship betwen strategic behaviour and market structure.
Content	The course offers micro-economic and game-theoretic analyses of market structure and performance of industries starting with the analysis of a wide variety of noncompetitive market structures (such as the monopoly, various types of oligopolies competing according to Cournot, Bertrand, sequential moves, and location) in markets for homogeneous and differentiated products. The course proceeds with the analysis of entry barriers, entry deterrence and mergers.
References	Shy, Oz. Industrial Organization: Theory and Applications, The MIT Press, 1996 Greer, D. Industrial Organization and Public Policy, 3rd ed. MacMillan, 1992. Motta, M. Competition Policy. Cambridge University Press, 2004. Pepall, L., Richards, D., and Norman, G. Industrial Organization. Thomson South-Western, 1999. Tirole, J. The Theory of Industrial Organization. MIT Press, 1988. Waldman, D. & E. Jensen. Industrial Organization, 3rd edition. Pearson- Prentice Hall, 2007.

Theory Topics

Week	Weekly Contents
1	Technology, cost of production and demand Perfect competition
2	Monopoly: monopoly and welfare, price discrimination and cartel
3	Monopoly and durable goods
4	Homogeneous goods: imperfect competition, Cournot and Betrand competition, comparision, Stackelberg
5	Homogeneous goods: collusive behaviour
6	Heterogeneous goods: case of two differentiated goods, monopolistic competition
7	Heterogeneous goods: location models
8	Concentration, merger, types of mergers
9	Horizontal and vertical mergers
10	Barriers of entry: natural barriers and strategic barriers
11	Barriers of entry: Bain
12	Contestable markets
13	Applications