1. **Title of the module**

ECON5470 (EC547) Industrial Economics

1. **Division which will be responsible for management of the module**

Division of Human and Social Sciences

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 6

1. **The number of credits and the ECTS value which the module represents**

15 credits (7.5 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Autumn or Spring

1. **Prerequisite and co-requisite modules**

Prerequisites:

ECON5000 Microeconomics

ECON5020 Macroeconomics

1. **The courses of study to which the module contributes**

This is an elective module for all Single and Joint Honours Degree Courses in Economics.

The module is **NOT** available to students across other degree courses in the University

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**
   1. Explain how firms’ decisions regarding price, advertising and R&D, etc. can be modelled and evaluate the impact of those decisions on the structure and performance of markets
   2. Understand how firm behaviour affects economic welfare
   3. Understand and apply concepts of game theory to the analysis of firm’s strategic behaviour
   4. Understand the growth of firms through vertical integration and merger activity
   5. Identify and critically evaluate the implications of economic theory for the design, implementation and evaluation of industrial policies in the UK and other countries
2. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**
   1. Reflect critically on the application of economic models to real-world problems
   2. Address an economic problem using deductive and inductive reasoning
   3. Retrieve, review and utilise information from a variety of sources
   4. Communicate coherent economic arguments verbally and in writing
   5. Plan work and study independently
3. **A synopsis of the curriculum**

The module introduces students to the field of Industrial Economics and studies why and how firms and industries behave and interact with each other. Understanding firms' behaviour is relevant not only to the firms but also to the governments that design industrial policies in order to favour consumers without decreasing firms' efficiency.

The module is designed for students who have taken intermediate microeconomics and addresses issues that are present in everyday news: anti-competitive practices, the effect of market power on consumer welfare, incentives for product innovation, and the private and public effects of mergers.

1. **Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

* Church, J and R. Ware (2000), Industrial Organization: A Strategic Approach, McGraw-Hill.
* Lipczynski, J., Wilson, J. and J. Goddard (2013), Industrial Organisation: Competition, Strategy and Policy (4th ed.), Prentice-Hall.
* Martin, S. (2010), Industrial Organization in Context, Oxford University Press.
* Richards, D., Norman, G. and L. Pepall (2008), Industrial Organization: Contemporary Theory and Empirical Applications (4th ed.), Blackwell Publishing.
* Tirole, J. (1997), The Theory of Industrial Organization (9th ed.), MIT Press.

1. **Learning and teaching methods**

Total contact hours: 16 hours

Private study hours: 134

Total study hours: 150

1. **Assessment methods**
   1. Main assessment methods

Extended Essay (4000 words) (80%)

Online Test (20%)

13.2 Reassessment methods

Reassessment Instrument: 100% coursework

1. ***Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)***

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *8.5* | *9.1* | *9.2* | *9.3* | *9.4* | *9.5* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |  |
| *Lecture* | **x** | **x** | **x** | **x** | **x** | **x** | **x** |  |  |  |
| *Seminar* | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| **Assessment method** |  |  |  |  |  |  |  |  |  |  |
| *Extended Essay* | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| *MCQ/Moodle Quiz* | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |

1. **Inclusive module design**

The School recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Canterbury

1. **Internationalisation**

The module has a strong international focus exploring issues of industrial organisation that apply to a range of countries across the world at various stages of development. The module develops skills and techniques that are globally transferable.

**DIVISIONAL USE ONLY**

**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

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| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
| 15.03.21 | Minor | Sept 21 | 13,14 | No |
| 21.07.21 | Minor | Sept 21 | 13 | No |

Revised FSO Jan 2018