

ECON 4180-001  
Industrial Organization and Public Policy  
Spring 2019

**Instructor:** Dr. Ellen Sewell  
**Office:** 244C Friday  
**Office Hours:** W 2:00-4:00; T 5:30-6:00  
or by appointment  
**Phone:** 687-7611

**Email:** [esewell@uncc.edu](mailto:esewell@uncc.edu) . Please include "student question" as the subject to ensure a prompt reply. Students are responsible for monitoring their official university email for correspondence related to the course.

**Course Description:** An examination of monopolistic competition, oligopoly, and monopoly and questions of public policy in dealing with problems created by industrial concentration.

**Prerequisite:** ECON 3122, Intermediate Microeconomics (no exceptions).

**Book:** *Industrial Organization: Theory and Practice* (fourth edition) by Waldman and Jensen. Unlimited online access to the text is available through the library at the following link:  
<https://librarylink.uncc.edu/login?url=http://www.taylorfrancis.com/books/9781315510538>

**Course Objectives:** The objective of this course is to examine the relationships among industrial structure, strategic behavior of firms and performance of various industries. Policy issues concerning firm behavior and industrial performance will also be discussed.

**Papers:** Two short papers of approximately 8 text pages in length (typed, double spaced with standard margins and font size) will be required. The papers must include a complete bibliography. Papers must be submitted in hard copy and in duplicate. The first paper will analyze the structure of an industry. The second paper will discuss a specific aspect of firm conduct or a specific regulatory issue. Each paper will be assigned to a classmate who will provide a 1-2 page critique (typed in proper format). Late papers will not be accepted.

**Additional Readings:** Additional Readings will be assigned to graduate students. A 1-2 page synopsis of one reading from each set of three will be required. Additional question(s) from these readings will be included on graduate student tests.

**Grades:** Three tests will be equally weighted to determine 50% of the course grade. The format will include both multiple choice questions and longer essay/problem questions. Each paper will determine 15% of the grade and each critique will determine 5%. The paper synopses from the additional readings will determine 10%. An optional cumulative final exam can be used to replace half of the test component. Any student who does not submit acceptable papers or critiques will receive

**Final Exam:** Tuesday, May 7 11:00-1:30

## **TENTATIVE SCHEDULE**

January 10	Introduction to Industrial Organization	Chapter 1
January 15-17	The Firm and Its Costs	Chapter 2
January 22-24	Competition and Monopoly	Chapter 3
January 29	Monopolistic Competition	Pages 430-437
January 31- February 5 February 7	Market Structure <b>TEST ONE</b>	Chapter 4
February 12	Review of Test	
February 14-19	Monopoly Practices	Chapter 5
February 21	First Paper is Due	
February 21-26	Empirical Industrial Organization	Chapter 6
February 28	First critique is due	
February 28- March 12	Game Theory: A Framework for Understanding Oligopolistic Behavior	Chapter 7
March 4-8	Spring Break (no class)	
March 14	The Development of Oligopoly Theory	Chapter 8 + handouts
March 19	Collusion: The Great Prisoner's Dilemma	Chapter 9
March 21	Cartels in Action	Chapter 10
March 26	Entry and Pricing to Deter Entry	Chapter 11
March 28	<b>TEST TWO</b>	
April 2	Review of Test Two	
April 4-9	Entry and Non-pricing Strategies to Deter Entry	Chapter 12
April 11	Product Differentiation and Advertising	Chapter 13
April 16-18	Price Discrimination	Chapter 16
April 19	Second Paper is Due	

April 23	<b>TEST THREE</b>
April 25	Review of Test Three
April 30	Review, Second Critique is Due

Students have the responsibility to know and observe the *UNC Charlotte Code of Academic Integrity*. This *Code* forbids cheating, fabrication or falsification of information, multiple submission of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Any special requirements or permissions regarding academic integrity in this course will be stated by the instructor and binding on the students. Academic evaluations in this course include a judgment that the student's work is free from academic dishonesty of any type; and grades in this course therefore should be and will be adversely affected by academic dishonesty. Students who violate the *Code* can be expelled from UNC Charlotte. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases, the course grade is reduced to F. Copies of the *Code* can be obtained from the Dean of Students Office. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.

The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.