

# Cover Sheet: Request 11757

## ECO 3403: Industrial Organization

### Info

Process	Course New Ugrad/Pro
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	David Knight thomas.knight@ufl.edu
Created	8/8/2017 9:38:56 PM
Updated	11/27/2017 5:40:14 PM
Description of request	The Department of Economics proposes the creation of ECO 3403.

### Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	CLAS - Economics 011643001	David Knight		9/28/2017
No document changes					
College	Recycled	CLAS - College of Liberal Arts and Sciences	David Knight	conditionally approved. The CCC is unable to associate the title of this course with its description, which mentions neither industry nor organization. Also, please provide a justification for the four-credit designation	11/2/2017
No document changes					
Department	Approved	CLAS - Economics 011643001	David Knight	The Department of Economics has included language in the Rationale regarding the course title and number of credit hours. The course title comes from the name of an established subfield of economics, which involves the study of imperfect competition.	11/13/2017
No document changes					
College	Approved	CLAS - College of Liberal Arts and Sciences	David Knight		11/27/2017
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			11/27/2017
No document changes					
Statewide Course Numbering System					
No document changes					
Office of the Registrar					
No document changes					

Step	Status	Group	User	Comment	Updated
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

## Course|New for request 11757

### Info

**Request:** ECO 3403: Industrial Organization

**Description of request:** The Department of Economics proposes the creation of ECO 3403.

**Submitter:** David Knight thomas.knight@ufl.edu

**Created:** 12/6/2017 10:59:37 PM

**Form version:** 4

### Responses

**Recommended Prefix**ECP

**Course Level** 3

**Number** 403

**Category of Instruction** Intermediate

**Lab Code** None

**Course Title**Industrial Organization

**Transcript Title**Industrial Org

**Degree Type**Baccalaureate

**Delivery Method(s)**4136On-Campus

**Co-Listing**No

**Effective Term** Earliest Available

**Effective Year** Earliest Available

**Rotating Topic?**No

**Repeatable Credit?**No

**Amount of Credit**4

**S/U Only?**No

**Contact Type** Regularly Scheduled

**Weekly Contact Hours** 4

**Course Description** Examines the structure of markets and the behavior of firms operating in imperfectly competitive markets. Develops models of imperfectly competitive markets and compares the insights and predictions from each. Investigates firms' strategic profit-maximizing decisions regarding prices, product differentiation, market entry and exit, and product promotion.

**Prerequisites** (ECO 3101 or ECP 3703) & (MAC 2233 or higher)

**Co-requisites** N/A

**Rationale and Placement in Curriculum** The Department of Economics proposes the creation of this new course to expand its undergraduate offerings in the area of applied microeconomics. This course offers a continuation of the profit maximization and market structure units of ECO 3101 and ECP 3703, which are required core courses in the economics major and proposed economics minor, respectively.

Industrial Organization is among the most central subfields of microeconomics. It is generally defined as the study of imperfectly competitive markets and the behavior of firms operating in imperfectly competitive markets. Industrial Organization serves as the foundation of many analyses in law and economics, antitrust, and international trade.

There is currently no undergraduate industrial organization course in the UF Catalog. ECP 4403 is the most similar course in the UF Catalog, but that course focuses on antitrust and regulation, topics which are not covered in this course. The two courses have minimal overlaps in content.

This course has been proposed as a four credit course, which is consistent with all undergraduate courses taught by the Department of Economics. The number of credits commensurate with the content coverage and the number of weekly meeting periods (four).

**Course Objectives** Students that successfully complete this course will be able to: (i) Explain the relationships between competition, market output, and prices; (ii) Describe the motivations for product differentiation; (iii) Identify barriers to market entry and exit; and (iv) Analyze the economic effects of vertical relationships

**Course Textbook(s) and/or Other Assigned Reading** Industrial Organization: Contemporary Theory and Empirical Applications (5th Ed.) by Lynne Pepall, Dan Richards, and George Norman (Wiley, 2014)

**Weekly Schedule of Topics** Week 1: Market Structure and Monopoly Power (Chapters 2 and 3)

Week 2: Non-linear Pricing and Price Discrimination (Chapters 5 and 6)  
Problem Set 1 due

Week 3: Product Differentiation under Monopoly (Chapter 7)  
Problem Set 2 due

Week 4: Commodity Bundling and Tie-In Sales (Chapter 8)  
Problem Set 3 due

Week 5: Static Models of Imperfect Competition (Chapters 9 and 10)  
Problem Set 4 due

Week 6: Dynamic Models of Imperfect Competition (Chapter 11)  
Problem Set 5 due

Week 7: Predation and Entry Deterrence (Chapter 12)  
Problem Set 6 due

Week 8: Recent Developments in Predation (Chapter 13)

--- Exam 1 ---

Week 9: Repeated Games and Price Fixing (Chapter 14)

Week 10: Horizontal Mergers (Chapter 15)  
Problem Set 7 due

Week 11: Vertical Mergers (Chapter 16)  
Problem Set 8 due

Week 12: Vertical Price Restraints (Chapter 17)  
Problem Set 9 due

Week 13: Vertical Non-Price Restraints (Chapter 18)  
Problem Set 10 due

Week 14: Research and Development (Chapter 20)  
Problem Set 11 due

Week 15: Patents and Patent Policy (Chapter 21)  
Problem Set 12 due

Week 16: Course Review  
--- Exam 2 ---

**Links and Policies** Students Requiring Accommodations: Students with disabilities requesting accommodations should first register with the Disabilities Resource Center (392- 8565, [www.dso.ufl.edu/drc/](http://www.dso.ufl.edu/drc/)), providing appropriate documentation. Once registered, students will receive an accommodation letter that can be presented to the instructor when requesting accommodation. Please register at the beginning of the course if seeking accommodations.

**Course Evaluation:** Students are encouraged to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two weeks of the semester, but students will be given specific times when they are

open for this course.

Health Counseling and Emergencies: Contact information for UF counseling and mental health services are: 392-1575, <http://www.counseling.ufl.edu/cwc/Default.aspx> . Dial 9-1-1 for any emergencies.

Professionalism and Honor Code: UF students are bound to not cheat or plagiarize, and are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: 'On my honor, I have neither given nor received unauthorized aid in doing this assignment.'" More details on the Honor Code, including sanctions for violations, can be found at: <http://gradcatalog.ufl.edu/content.php?catoid=8&navoid=1493#student-honor-code>. Students are expected to abide by UF copyright policies (see [https://security.ufl.edu/learn-information-security/protect-yourself/copyright-](https://security.ufl.edu/learn-information-security/protect-yourself/copyright-information) information and <http://www.it.ufl.edu/policies/intellectual-property/copyright>).

Class policies are consistent with UF policies and guidelines as described below:

Disability Accommodations:  
<https://www.dso.ufl.edu/drc/>

End-f-Term Evaluations:  
<https://evaluations.ufl.edu>

Counseling and Wellness Center:  
<http://www.counseling.ufl.edu/cwc/Default.aspx>

UF Grading Policies:  
<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

UF Attendance Policies:  
<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

UF Student Honor Code:  
<http://gradcatalog.ufl.edu/content.php?catoid=8&navoid=1493#student-honor-code>

UF Copyright and Plagiarism Guidelines:  
<https://security.ufl.edu/learn-information-security/protect-yourself/copyright-information/>  
**Grading Scheme** Numerical final grades will be calculated as a weighted average of the graded course assessments. The weights employed in this calculation are:

Average of 12 equally-weighted problem sets: 20%  
Exam 1: 40%  
Exam 2: 40%

The numerical final grade calculated above translates into a final letter grade according to the table below:

92.50-100: A  
90.00-92.49: A-  
87.50-89.99: B+  
82.50-87.49: B  
80.00-82.49: B-  
77.50-79.99: C+  
72.50-77.49: C  
70.00-72.49: C-  
67.50-69.99: D+  
62.50-67.49: D  
60.00-62.49: D-  
0-59.99: E

All grades are rounded to the nearest hundredth point.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

**Instructor(s)** German Bet, Assistant Professor, Department of Economics