Subject Coordinator: Dr. Tom Wilkening  
E-mail: tom.wilkening@unimelb.edu.au

Office: Room 328, FBE Building. Phone: 8344-7027
Office hours: M 2:00 – 3:30; W 11:45-1:15
Email Times: M,W,F 5:30 – 6:30

Lecture schedule:
Monday 12:00 – 1:00 Location: Old Arts- Theatre C
Friday 4:15 – 5:15 Location: Old Arts- Theatre C

Tutorial Coordinator 1: David Marks  
E-mail: [d.marks@student.unimelb.edu.au]
Tutorial schedule: M 3:15-4:15
Tutorial Location: The Spot-5016

Tutorial 2: David Marks  
E-mail: [d.marks@student.unimelb.edu.au]
Tutorial schedule: F 1:00-2:00
Tutorial Location: The Spot-3034

Tutorial 3: David Marks  
E-mail: [d.marks@student.unimelb.edu.au]
Tutorial schedule: F 2:15-3:15
Tutorial Location: The Spot-3033

David’s office hours: Tuesday 11:00 – 12:00, by appointment. David is located in 306 but will be having office hours in room 308 around the corner.

Subject overview:
This course is an introduction to the field of industrial organization. Industrial organization is a subfield of microeconomics. It deals with the structure, management, and performance of firms and markets when there is imperfect competition. It is concerned with firm behaviour and strategy, the implications of firm behaviour for economic efficiency, and the role public policy plays in promoting efficiency.

Most of the time, models of perfect competition and monopoly fail to explain the composition and behaviour of most industries in modern economies. Our goal in this subject is to depart from those two idealized models and to study imperfectly competitive markets where firms interact strategically. We will be looking at the strategic interactions between firms in a market, and analysing such market phenomena as price discrimination, product differentiation, price wars, mergers, vertical relationships between firms, entry and exit, and research and development. Whenever possible, we will study real-world applications of the theories that we learn in class.

Required readings:
The textbook for the subject is: (available at the Bookshop)

I do not lecture directly from the textbook so it is “optional” but I do follow its chapter structure closely so it is a useful secondary source for information. An alternative to those who don’t want to spend money would be:


For those of you who plan on going into honours, the following book may also be useful for an advanced treatment of topics that interest you:


It is available at the bookstore. In addition, various additional readings will be distributed during the semester as needed.

**Other useful sources:**

In recent decades, the development of non-cooperative game theory has provided economists with new tools to study strategic behaviour. The following are a good source on game theory:


The topics covered in an introductory Industrial Organization class vary widely and it is often the case that some of the beauty of the subject is lost in the details. I find the following general audience books to be good reminders of why I love economics and the main ideas in this course:


**Assessment:**

Grades will be based on three problem sets (15%) a take home open book midterm (10%) and a cumulative final exam.

The questions on the final examinations will be similar to those in the problem sets, so I encourage you to work on and understand the problem sets as fully as possible. You are encouraged to work in groups on the problem sets. However, you should create (in your own words) and hand in your own solutions after discussing the problem set with your classmates or with the tutor or with me. No late problem sets will be accepted. I am willing to consider emergency situations if you come to talk to me before the due date with the proper documentation.

Finally, I expect you to attend and participate in all lectures and tutorials. You are responsible for the material covered in both the lectures and tutorials and are expected to complete
readings prior to the class that they are to be discussed. Your performance in the lectures and tutorials may help you if you end up with a borderline grade.

**Prerequisites:** Competition and Strategy or 3rd year Microeconomics

While I am willing to wave prerequisites for motivated students, I will take as given that you have seen utility maximization, the competitive equilibrium, Bertrand and Cournot competition, and the basics of monopoly. If you have not seen any game theory, please come see me early in the semester so that we can get you up to speed.

**Tentative Subject Outline**

This is a tentative schedule. There will be changes made to this schedule during the semester, which I will announce in class and post on the subject website. Since the subject website will be continually updated with detailed information about what we have covered and will cover in the upcoming classes, you should refer to it for a more detailed version of the subject outline throughout the semester. In general, you should use your lecture notes as a guide in figuring out what sections of the book to focus on. Among the additional readings, I will tell you throughout the semester which ones to focus on.

1. **Introduction**

2. **Monopoly & Price Discrimination**
   - Chapter 2 in PRN: Some Basic Microeconomic Tools
   - Chapter 5 in PRN: Linear Pricing
   - Chapter 6 in PRN: Nonlinear Pricing
   - Chapter 7 in PRN: Product Variety and Quality Under Monopoly

3. **Imperfect Competition – Noncooperative Strategic Behaviour (Static)**
   - Chapter 9 in PRN: Static Games and Cournot Competition
   - Chapter 10 in PRN: Price Competition (First half)
   - Chapter 13 in CW: An Introduction to Strategic Behaviour


4. Product Differentiation
- Chapter 10 in PRN: Price Competition (Second half)
- Chapter 11 in PRN: Dynamic Games – First and Second Movers
- Chapter 16 in PRN: Horizontal Mergers

Part 3: Strategic Behaviour and Dynamic Competition

5. Entry and Entry Deterrence
- Chapter 12 in PRN: Limit Pricing and Entry Deterrence

6. Imperfect Competition – Cooperative Strategic Behaviour
- Chapter 14 in PRN: Price-Fixing and Repeated Games
- Chapter 15 in PRN: Collusion in Practice

7. Vertical Mergers and Vertical Restraints
- Chapter 17 in PRN: Vertical and Conglomerate Mergers

Part 4: Special Topics

8. Dynamic Competition Revisited

9. Competition in Australia

10. Information Technology

Procedures and other Info

Learning Objectives

To view the subject objectives and the generic skills you will develop through successful completion of this subject, please see the University Handbook:


Email Protocol

Please note that we are only able to respond to student emails coming from a University email address. Please do not use personal email addresses such as Yahoo, Hotmail or even business email addresses. Emails from non-University email addresses may be filtered by the University’s spam filter, which means that we may not receive your email. All correspondence relating to this subject will only be sent to your University email address. Note that you must first activate your University email address before you can send or receive emails at that address. You can activate your email account at this link: http://accounts.unimelb.edu.au/.

While academic staff endeavor to address queries received via email, it is more appropriate to resolve substantive questions during lectures and tutorials and during normal consultation hours. With this in mind, we encourage students to attend all lectures and tutorials and to familiarise themselves with the consultation hours offered by the lecturers and tutors in this subject.

Enrolling in Tutorials Using Alloc8

Alloc8 is the University’s online tutorial allocation system. You must enrol in a tutorial for this subject using Alloc8 as soon as possible. Late enrolment into tutorials is handled by the Commerce Student Centre (Level 1, 198 Berkeley St). More information about Alloc8, including cut-off dates and a link to the login page, can be found on the Faculty’s website:

http://www.ecom.unimelb.edu.au/students/undergrad/alloc.html
Plagiarism and Collusion

Presenting material from other sources without full acknowledgement (referred to as plagiarism) is heavily penalised. Penalties for plagiarism can include a mark of zero for the piece of assessment or a fail grade for the subject.

Plagiarism is the presentation by a student of an assignment identified as his or her own work even though it has been copied in whole or in part from another student’s work, or from any other source (eg. published books, web-based materials or periodicals), without due acknowledgement in the text.

Collusion is the presentation by a student of an assignment as his or her own work when it is, in fact, the result (in whole or in part) of unauthorised collaboration with another person or persons. Both the student presenting the assignment and the student(s) willingly supplying unauthorised material are considered participants in the act of academic misconduct.


The Teaching and Learning Unit has developed a web-based ‘Academic Honesty Module’ that allows you to learn more about and test your knowledge of plagiarism and collusion. You are strongly encouraged to complete this module, which can be accessed at:
http://tlu.ecom.unimelb.edu.au/AcademicHonestyTest/index.cfm

Special Consideration

Students who have been significantly affected by illness or other serious circumstances during the semester may be eligible to apply for Special Consideration.

The following website contains detailed information relating to who can apply for Special Consideration and the process for making an application:
http://www.ecom.unimelb.edu.au/students/special/

Referencing

All sources used for a written piece of assessment must be referenced. This is to acknowledge that your material is not based entirely on your own ideas, but is based, in part, on the ideas, information, and evidence of others. This is desirable as you are attending University in order to learn from others.

You will be required to use the APA system or Harvard System of referencing. The TLU has prepared a booklet for each system specifically to assist students to reference correctly. Each booklet contains many examples that will help you when preparing your assignments. The booklets can be found here: http://tlu.ecom.unimelb.edu.au/pdfs/apastyle.pdf and http://tlu.ecom.unimelb.edu.au/pdfs/The_Harvard_System.pdf

It is important that all material you present for assessment is referenced correctly. Material that has not been referenced correctly may be considered to be plagiarised, and as such may be penalised. We will also look for evidence that material included in the bibliography has been used in the assignment. Including references that have not been used may also result in your assignment being penalised.

Teaching & Learning Unit

The Teaching and Learning Unit offers a wide range of support services to students. If you are having any difficulty in studying for this subject you could arrange a consultation with the Unit’s learning skills specialist. The learning skills specialist can review your current approaches to study and offer advice on how to adjust to the demands of tertiary study. If you are a student from a non-English speaking background there is an English as a Second Language specialist who is available to help with your written work. Both of these specialists are available for face-to-face consultations or electronically through email. Go to the Faculty office to arrange for consultations or contact the specialists electronically through the Teaching and Learning Unit web page. The web page also contains a wide variety of study skills topics and information sheets for students, and a timetable of up-coming events, including focussed workshops, designed to support Economics and Commerce students in their study.

The Teaching and Learning Unit is located on the 4th floor of The Spot, 198 Berkeley St. Please visit the TLU’s website – http://tlu.ecom.unimelb.edu.au/.

Make use of the Teaching and Learning Unit. It is there to help.
Using Lectopia

This subject uses the Lectopia service as a courtesy to foreign students who might have difficulty in understanding the lecture. However, it is strongly advised that you come to class as it greatly facilitates learning and promote discussion. Success in this subject is strongly related to attentiveness at lectures and tutorials, and thorough preparation for tutorials. It is strongly recommended that you attend all lectures and tutorials.