

# EMAE630026: INDUSTRIAL ORGANIZATION

**Instructor:** Yu Zhou  
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**Lectures:** Tuesday 1-4  
**Office Hours:** Friday 5:30-6:30  
**Course Design:** This course is a master course in Industrial Organization. The purpose of this course is to expose students to topics and empirical studies frequently discussed in Industrial Organization Literature. The first half will cover horizontal and vertical mergers, vertical price restraints and nonprice vertical restraints. The second half will cover advertising, R&D and patent. If time allows, we will also cover network and auction.  
This course combines the theory (30%) and case studies (70%) together. I will give several cases related with topics.

**Prerequisites** The prerequisites are the first-year master courses in microeconomics and econometrics

## **Grading Policy**

The course grade will be based on

- (a) Case Presentation (40%)
- (b) Course Project (60%)

## **Reference:**

Industrial Organization: Contemporary Theory and Empirical Applications by Lynne Pepall, Daniel J. Richards, and George Norman (Blackwell Publishing, 5th edition).  
Lecture Notes, 2017

## **Tentative Topics:**

### **Part I: Contractual Relations Between Firm**

- Topic I: Horizontal Merger (2 weeks)
- Topic II: Vertical Merger (2weeks)
- Topic III: Vertical Price Restraints (2weeks)
- Topic IV: Nonprice Vertical Restraints(1weeks)

### **Part II: Nonprice Competition**

- Topic V: Advertising (1weeks)
- Topic VI: R&D (1weeks)
- Topic VII: Patent (1weeks)