

# EC326-15 Industrial Economics 2: Strategy & Planning

**24/25**

**Department**

Economics

**Level**

Undergraduate Level 3

**Module leader**

Andrew Harkins

**Credit value**

15

**Module duration**

10 weeks

**Assessment**

Multiple

**Study location**

University of Warwick main campus, Coventry

---

## Description

### Introductory description

EC326-15 Industrial Economics 2: Strategy & Planning

[Module web page](#)

### Module aims

The aim of this module is to introduce students to more advanced topics in the modern theory of industrial organisation, and to expose students to the more advanced industrial organisation theory and modelling.

### Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

This module studies various ways in which firms strategically interact in markets. The main topics may include:

- Multi-Market Monopoly. Learning-by-doing, good will and introductory offers, externalities between markets (e.g., use in home market of software raises value in office markets, piracy).
- Dynamic competition of the monopolist against himself (e.g., durable goods monopoly, quality provision).
- Product Differentiation and Advertising.
- Network effects and Two sided Platforms
- Entry deterrence, Accommodation and Exit
- Applications of Behavioural Economics to Industrial Organization
- Information and Reputation in Markets

However, the module leader may add additional topics and sub-topics within the scope set out by the aims and learning outcomes of the module and subject to the approval of the department.

## Learning outcomes

By the end of the module, students should be able to:

- Subject knowledge and understanding:...demonstrate knowledge and understanding of how to formulate, model and analyse issues in industrial organisation. The teaching and learning methods that enable students to achieve this learning outcome are: Lectures, guided reading and independent study. The summative assessment methods that measure the achievement of this learning outcome are: Exam.
- Subject knowledge and understanding:...demonstrate knowledge and understanding of advanced industrial organisation theory and modelling. The teaching and learning methods that enable students to achieve this learning outcome are: Lectures, guided reading and independent study. The summative assessment methods that measure the achievement of this learning outcome are: Exam.
- Subject knowledge and understanding:...demonstrate knowledge and understanding of Economic Principles and core concepts and methods in micro and macroeconomics. The teaching and learning methods that enable students to achieve this learning outcome are: Lectures, guided reading and independent study. The summative assessment methods that measure the achievement of this learning outcome are: Exam.
- Subject knowledge and understanding:...demonstrate knowledge and understanding of research issues and familiarity with contemporary empirical debates and latest research in industrial economics. Understanding of how to approach an economic problem from the perspective of a contemporary researcher in economics. The teaching and learning methods that enable students to achieve this learning outcome are: Lectures, guided reading and independent study. The summative assessment methods that measure the achievement of this learning outcome are: Exam.
- Cognitive skills:...demonstrate capacity of analytical thinking, reasoning and application. The teaching and learning methods that enable students to achieve this learning outcome are: Lectures, guided reading and independent study. The summative assessment methods that measure the achievement of this learning outcome are: Exam.
- Cognitive skills:...demonstrate capacity of critical, creative and strategic thinking. The teaching and learning methods that enable students to achieve this learning outcome are: Lectures, guided reading and independent study. The summative assessment methods that measure the achievement of this learning outcome are: Exam.

- Cognitive skills:...demonstrate capacity of abstraction and problem solving. The teaching and learning methods that enable students to achieve this learning outcome are: Lectures, guided reading and independent study. The summative assessment methods that measure the achievement of this learning outcome are: Exam.
- Cognitive skills:...demonstrate capacity of applying critical analysis to the topics of the module, formulating concepts and hypotheses, and showing how they are tested in relevant literature. The teaching and learning methods that enable students to achieve this learning outcome are: Lectures, guided reading and independent study. The summative assessment methods that measure the achievement of this learning outcome are: Exam.

## **Indicative reading list**

Please see Talis Aspire link for most up to date list.

[View reading list on Talis Aspire](#)

## **Subject specific skills**

Students will have the opportunity to develop skills in:

Analytical thinking and communication

Analytical reasoning

Critical thinking

Strategic thinking

Problem-solving

Policy evaluation

Analysis of incentives

Analysis of optimisation

Understanding of Uncertainty and Incomplete Information

## **Transferable skills**

Students will have the opportunity to develop:

Numeracy and quantitative skills

Written communication skills

Oral communication skills

Mathematical, statistical and data-based research skills

---

## **Study**

### **Study time**

<b>Type</b>	<b>Required</b>
Lectures	20 sessions of 1 hour (13%)
Seminars	4 sessions of 1 hour (3%)
Private study	126 hours (84%)
Total	150 hours

## Private study description

Private study will be required in order to prepare for seminars/classes, to review lecture notes, to prepare for forthcoming assessments, tests, and exams, and to undertake wider reading around the subject.

## Costs

No further costs have been identified for this module.

---

## Assessment

You must pass all assessment components to pass the module.

### Assessment group B4

	<b>Weighting</b>	<b>Study time</b>	<b>Eligible for self-certification</b>
Examination	100%		No

- Students may use a calculator

### Assessment group R2

	<b>Weighting</b>	<b>Study time</b>	<b>Eligible for self-certification</b>
Examination - Resit	100%		No

- Answerbook provided by department
- Students may use a calculator

## Feedback on assessment

The Department of Economics is committed to providing high quality and timely feedback to students on their assessed work, to enable them to review and continuously improve their work. We are dedicated to ensuring feedback is returned to students within 20 University working days of their assessment deadline. Feedback for assignments is returned either on a standardised assessment feedback cover sheet which gives information both by tick boxes and by free

comments or via free text comments on Tabula, together with the annotated assignment. For tests and problem sets, students receive solutions as an important form of feedback and their marked assignment, with a breakdown of marks and comments by question and sub-question. Students are informed how to access their feedback, either by collecting from the Undergraduate Office or via tabula. Module leaders provide generic feedback for the cohort outlining what was done well, less well, and what was expected on the assignment and any other common themes. This feedback also includes a cumulative distribution function with summary statistics so students can review their performance in relation to the cohort. This feedback is in addition to the individual-specific feedback on assessment performance.

[Past exam papers for EC326](#)

---

## Availability

### Pre-requisites

Any of:

EC202-30 Microeconomics 2 OR

EC204-30 Economics 2 OR

EC238-15 Economics 2: Microeconomics

EC231 and EC208 are recommended though not a formal pre-requisite. For those without EC231 or EC208, it is recommended that material covered in the EC208 and EC231 syllabus is the basis for private study during the summer vacation.

To take this module, you must have passed:

- Any of
  - [EC202-30 Microeconomics 2](#)
  - [EC204-30 Economics 2](#)
  - [EC238-15 Economics 2: Microeconomics](#)

## Courses

This module is Core for:

- Year 3 of UECA-3 Undergraduate Economics 3 Year Variants
- Year 4 of UECA-4 Undergraduate Economics 4 Year Variants

This module is Optional for:

- TECA-L1PA Postgraduate Taught Economics (Diploma plus MSc)
  - Year 1 of L1PA Economics (Diploma plus MSc)
  - Year 2 of L1PA Economics (Diploma plus MSc)
- Year 3 of UECA-3 Undergraduate Economics 3 Year Variants
- UECA-4 Undergraduate Economics 4 Year Variants

- Year 4 of LV16 Economics & Economic History with Study Abroad
- Year 4 of L103 Economics with Study Abroad
- Year 4 of LM1H Economics, Politics & International Studies with Study Abroad
- Year 3 of UECA-LM1D Undergraduate Economics, Politics and International Studies
- UPHA-L1CA Undergraduate Economics, Psychology and Philosophy
  - Year 3 of L1CA Economics, Psychology and Philosophy
  - Year 3 of L1CC Economics, Psychology and Philosophy (Behavioural Economics Pathway)
  - Year 3 of L1CD Economics, Psychology and Philosophy (Economics with Philosophy Pathway)
  - Year 3 of L1CE Economics, Psychology and Philosophy (Philosophy and Psychology Pathway)
- UPHA-L1CB Undergraduate Economics, Psychology and Philosophy (with Intercalated Year)
  - Year 4 of L1CG Economics, Psychology and Philosophy (Behavioural Economics Pathway) (with Intercalated Year)
  - Year 4 of L1CH Economics, Psychology and Philosophy (Economics with Philosophy Pathway) (with Intercalated Year)
  - Year 4 of L1CJ Economics, Psychology and Philosophy (Philosophy and Psychology Pathway) (with Intercalated Year)
  - Year 4 of L1CB Economics, Psychology and Philosophy (with Intercalated Year)
- USTA-G300 Undergraduate Master of Mathematics, Operational Research, Statistics and Economics
  - Year 3 of G300 Mathematics, Operational Research, Statistics and Economics
  - Year 4 of G300 Mathematics, Operational Research, Statistics and Economics
- Year 3 of UMAA-GL11 Undergraduate Mathematics and Economics
- Year 4 of UECA-GL12 Undergraduate Mathematics and Economics (with Intercalated Year)
- Year 3 of UPHA-V7ML Undergraduate Philosophy, Politics and Economics
- UPHA-V7MM Undergraduate Philosophy, Politics and Economics (with Intercalated year)
  - Year 4 of V7MQ Philosophy, Politics and Economics (Bipartite) with Intercalated Year
  - Year 4 of V7MH Philosophy, Politics and Economics - Economics/Philosophy Bipartite (Economics Major) (with Intercalated year)
  - Year 4 of V7MF Philosophy, Politics and Economics - Economics/Politics Bipartite (Economics Major) (with Intercalated year)
  - Year 4 of V7MI Philosophy, Politics and Economics - Philosophy/Economics Bipartite (Philosophy Major) (with Intercalated year)
  - Year 4 of V7MJ Philosophy, Politics and Economics - Philosophy/Politics Bipartite (with Intercalated year)
  - Year 4 of V7MG Philosophy, Politics and Economics - Politics/Economics Bipartite (Politics Major) (with Intercalated year)

This module is Unusual option for:

- Year 3 of UPHA-L1CA Undergraduate Economics, Psychology and Philosophy
- UPHA-V7ML Undergraduate Philosophy, Politics and Economics
  - Year 3 of V7MR Philosophy, Politics and Economics (Bipartite with Economics Major)
  - Year 3 of V7MP Philosophy, Politics and Economics (Bipartite)

- UPHA-V7MM Undergraduate Philosophy, Politics and Economics (with Intercalated year)
  - Year 4 of V7MS Philosophy, Politics and Economics (Bipartite with Economics Major) (with Intercalated Year)
  - Year 4 of V7MQ Philosophy, Politics and Economics (Bipartite) with Intercalated Year
  - Year 4 of V7MM Philosophy, Politics and Economics (Tripartite) (with Intercalated year)

This module is Option list A for:

- Year 3 of USTA-Y602 Undergraduate Mathematics, Operational Research, Statistics and Economics

This module is Option list B for:

- Year 4 of USTA-Y603 Undergraduate Mathematics, Operational Research, Statistics, Economics (with Intercalated Year)

This module is Option list C for:

- UPHA-V7ML Undergraduate Philosophy, Politics and Economics
  - Year 3 of V7MP Philosophy, Politics and Economics (Bipartite)
  - Year 3 of V7ML Philosophy, Politics and Economics (Tripartite)
- UPHA-V7MM Undergraduate Philosophy, Politics and Economics (with Intercalated year)
  - Year 4 of V7MS Philosophy, Politics and Economics (Bipartite with Economics Major) (with Intercalated Year)
  - Year 4 of V7MQ Philosophy, Politics and Economics (Bipartite) with Intercalated Year
  - Year 4 of V7MM Philosophy, Politics and Economics (Tripartite) (with Intercalated year)

This module is Option list D for:

- Year 3 of UPHA-V7ML Undergraduate Philosophy, Politics and Economics