

# EC132-15 The Industrial Economy: Strategy

**26/27**

**Department**

Economics

**Level**

Undergraduate Level 1

**Module leader**

Daniel Sgroi

**Credit value**

15

**Module duration**

10 weeks

**Assessment**

100% exam

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

This module aims to introduce students to firm behaviour including central questions such as why firms exist, what they can do better (and worse) than markets and how they compete. The course involves the use of descriptive, graphical and mathematical models (such as very basic game theory) twinned with topical examples. By the end of the course students should have a good grasp of how and why firms act as they do and will have a better understanding of related topical issues in the real world. The course also serves as a basic introduction to the field of industrial economics.

[Module web page](#)

### Module aims

To introduce students to firm behaviour. The core method is an introduction to game theory and oligopoly theory to illustrate the way firms compete and how the different parts of the firm co-operate to achieve success. This is central to the understanding of industrial economics, and will provide students with a better understanding of how firms compete and co-operate in the modern economy. It will also develop your knowledge of game theory and how it can help economists to

understand firm behaviour.

## 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.

The module will typically cover the following topics: What are firms and why do they exist; How firms compete; Analysis of strategy (using basic game theory) However, the module leader may add additional topics and sub-topics where appropriate.

## Learning outcomes

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

- Subject Knowledge and Understanding:...understand why firms play an important role in modern economies, including why firms exist.
- Cognitive Skills:...outline and analyse the reasons why firms might choose to merge and when this might happen.
- Subject Knowledge and Understanding:...understand how we model how firms price and position their products and how they interact and compete with each other.
- Subject Knowledge and Understanding:...explain the problems that firms have to overcome (relating to cooperation and coordination) and understand different interpretations of firms' role.
- Subject Knowledge and Understanding:...understand the resources and assets firms use to generate and maintain profits such as innovation and reputation.

## Indicative reading list

[Reading lists can be found in Talis](#)

[Specific reading list for the module](#)

## Subject specific skills

Applied Economics  
Economic information  
Economic principles  
Research and debate  
Analysis of incentives  
Analysis of institutions  
Analytical reasoning  
Analytical thinking and communication  
Critical thinking  
Policy evaluation  
Problem solving  
Strategic thinking

## Transferable skills

Numeracy and quantitative skills

Math, Statistical, data-based research skills

Oral communication

Written communication

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## Study

### Study time

Type	Required
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.

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## Assessment

You do not need to pass all assessment components to pass the module.

Students can register for this module without taking any assessment.

### Assessment group B5

Weighting	Study time	Eligible for self-certification
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Assessment component

	<b>Weighting</b>	<b>Study time</b>	<b>Eligible for self-certification</b>
Centrally-timetabled examination (On-campus)	100%		No

A paper which examines the course content and ensures learning outcomes are achieved.

- Students may use a calculator
- Answerbook Green (8 page)

Reassessment component is the same

## 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 often 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 EC132](#)

## Availability

### Pre-requisites

There are no pre-requisites for students on any of our single honours or joint honours degrees. For any other student, grade B or better in Mathematics and Economics at A-level, or the equivalent.

## Courses

This module is Core optional for:

- Year 1 of UIPA-L1L8 Undergraduate Economic Studies and Global Sustainable Development

This module is Optional for:

- UECA-3 Undergraduate Economics 3 Year Variants
  - Year 1 of L100 Economics
  - Year 1 of L116 Economics and Industrial Organization
- Year 1 of UECA-LM1D Undergraduate Economics, Politics and International Studies
- Year 1 of UPHA-L1CA Undergraduate Economics, Psychology and Philosophy
- Year 1 of UPHA-V7ML Undergraduate Philosophy, Politics and Economics

This module is Unusual option for:

- Year 1 of UPHA-L1CA Undergraduate Economics, Psychology and Philosophy
- Year 1 of UPHA-V7ML Undergraduate Philosophy, Politics and Economics

This module is Option list A for:

- Year 1 of UIPA-L1L8 Undergraduate Economic Studies and Global Sustainable Development
- Year 1 of UPHA-V7ML Undergraduate Philosophy, Politics and Economics