

Minnesota State University Moorhead

MGMT 415: Industrial Organization and Public Policy

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Analysis of market structure, market conduct, and economic performance. It combines the latest theories with empirical evidence about the organization of firms and industries. Same as ECON 415.

B. COURSE EFFECTIVE DATES: 06/01/1995 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Industry Transformation
2. Dynamics of Price Rivalry
3. Entry and Exit
4. Industry Analysis
5. Strategic positioning for Competitive Advantage
6. Economics of Industries and Firms
7. Basic Microeconomics Principle
8. Economies of Scale and Scope
9. Agency Theory and Coordination
10. Vertical Boundaries of the Firm
11. Organizing Vertical Boundaries
12. Competitors and Competition
13. Strategic Commitment

D. LEARNING OUTCOMES (General)

1. Students will begin to understand principles that are important for firm and industry analysis.
2. Students will develop analytical thinking skills in the areas of industry and firm analysis.
3. Students will understand what is necessary to successfully formulate and implement firm strategy and its relationship to industry.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted