

# Minnesota State University Moorhead

## ECON 415: Industrial Organization and Public Policy

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: \*.\*

Prerequisites:

ECON 202 - Principles of Economics I: Micro AND ECON 204 - Principles of Economics II: Macro

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 MGMT 415.

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

### C. OUTLINE OF MAJOR CONTENT AREAS

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

### D. LEARNING OUTCOMES (General)

1. Begin to understand principles that are important for firm and industry analysis
2. Develop analytical thinking skills in the areas of industry and firm analysis
3. 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