

**PROGRAMME NAME: B.A (H) BUSINESS ECONOMICS**

**COURSE NAME : INDUSTRIAL ECONOMICS**

**SEMESTER DURATION : July to December**

<b>Week</b>	<b>Topic(s)</b>	<b>Teaching Methodology Adopted/ Continuous Internal Evaluation</b>
1	Unit 1: Introduction to the topic, SCP Paradigm-Definition, Model with and without feedbacks and its critique	Real world Learning, Group discussion
2	SCP Paradigm Model without feedbacks and its critique	Case Studies, Q & A Session
3	The Firm: Principal – Agent Problem, Hold Up problem, Tapered Integration, Franchising, Sustainable Competitive Advantage, Casual Ambiguity	Case Studies, real world examples, group discussion
4	Unit 2: Market Structure, Power and Concentration. Theories of measurement of concentration,	Graphs and Diagrams, presentations
5	Deterministic and scholastic approach, Lerner and Herfindahl Index	classroom discussion , graphs, real world examples
6	Concentration and market Power: Theory and empirical estimation. Conduct and Market power	Flip Learning, Play way learning during departmental fest events
7	Unit 4: Vertical Integration and Product Differentiation and Advertising:	Assignment, Remedial Classes for Slow Learners
8	Vertical restraints: Double Marginalization and Two part tariff,	Test, practice questions, graphs and diagrams
9	Retailers competition and Investment externalities, Indirect control, Manufacturer competition.	Flip Learning, discussion in classroom and Q & A Session
10	Horizontal and Vertical differentiation: Product differentiation and market power,	Assignment, Remedial Classes for Slow Learners
11	Product positioning, Imperfect Information and switching cost , Technological Progress and Performance: Market Structure and incentives for R&D.,	Real world Learning, Q & A Session
12	<b>MID SEMESTER BREAK</b>	Graphs, model discussion, brain Storming session
13	<b>BBE HOUSE EXAMS</b>	House Exams, Practice questions
14	The dynamics of R&D competition public policy, Organizational integration. Patent and copyright protection	Class presentations

15	Unit 3: Barriers to Entry: Entry Cost and Market Structure , Endogenous VS Exogenous Entry Cost	Graphs, diagrams and group discussion
16	Free entry and Social Welfare, Strategic Behavior, Entry and Exit: Entry Deterrence , Predation, Mergers and Acquisitions	Industrial Visit to an industry to get an insight into the working of the whole system, Project report
17	Revesion	MCQ's, Practice Questions