

MODULE DESCRIPTOR

MODULE TITLE	Industrial Economics		
Module Code	44-6978-00L		
Level	6		
Credit Points	20		
Indicative Assessment Components & Percentage Weightings	Coursework 50% Exam 50%		
Pre-Requisite Modules (if applicable)			
Delivered according to Standard Academic Calendar YES / NO	Long: 2 semesters YES	Short: 1 semester NO	Other delivery pattern: <i>Please specify</i>

1 MODULE AIMS

The aims of this module are to:

- allow students to develop a sophisticated theoretical understanding of firm organisation and firm behaviour within the context of different market structures;
- evaluate the outcomes of firm behaviour from a variety of stakeholder perspectives using microeconomic concepts;
- explore public policy approaches in this context through a detailed examination of industrial and competition policy; and
- allow students to apply their theoretical and conceptual learning to particular firms and markets and facilitate the development of analytical and evaluative skills.

2 MODULE LEARNING OUTCOMES BY THE END OF THE MODULE YOU WILL BE ABLE TO:

1. Evaluate various theoretical approaches to understanding industrial organisation, identifying similarities and differences, strengths and weaknesses in the different approaches;
2. Outline different theoretical perspectives in the theory of the firm, and review these in a critical manner;
3. Identify the different elements of market structure, and use these ideas to appraise and evaluate the current profile of EU markets and industries, including an analysis of the spatial dimension of EU industries;

4. Assess and evaluate the linkages and relationships between the different aspects of firm behaviour in the context of different market structures, and review the strategic aspects and implications of these;
5. Analyse the linkages and relationships between the performance of firms and different market structures, and evaluate the implications of firm performance for firm strategy; and
6. Evaluate the role of industrial and competition policy from a public policy perspective, and assess the implications of these policies from a business strategy perspective.
7. Review current organisational issues in a chosen vocational area and produce a personal career development plan.

3 INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES

Learning will be facilitated in student led seminars, where small groups of students are charged with identifying key issues in relation to specific topics, and designing a programme of activities to be delivered in the seminar. Tutors will review each of these seminar performances and suggest aspects worthy of further consideration/development by the class as part of their self-directed learning. Tutor feedback on each of these seminars will be posted on the Bb site for the module. The identification of relevant issues for students to consider will be supported through the adoption of a core text for the module.

Assessment of this module will take place via 2 components. The first one will focus on the writing of an academic essay (2500 words), where students will apply theoretical learning to a chosen industry sector, and explore the extent to which different theoretical approaches help to explain, support or contradict empirical outcomes within the chosen industry. The second component will be an end of the year exam where students will be assessed on their understanding of the material covered throughout the module via the use of multiple choice and essay writing questions.

ASSESSMENT STRATEGY AND METHODS

Task No.	<u>TASK DESCRIPTION</u>	SI Code	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Coursework	CW	50%	2500 words	No
2	Exam	EX	50%	1 hour unseen	No

4 INDICATIVE MODULE CONTENTS / TOPICS

- Industrial organisation: the SCP paradigm and the New industrial economics;
- Theory of the firm: neo-classical perspectives, managerial theory, principle-agent theory, transaction cost theory, evolutionary theory, co-operative game theory;
- Market structure and location of industry;
- Behaviour of firms: pricing and product strategies, R&D and innovation, strategic responses to innovation;
- Performance of firms: indicators and measurement of performance, performance of EU firms and industries, relationship between market structure and performance;
- Industrial policy in the EU and the implications for firms; and
- Competition policy in the EU and the implication for firms.

FURTHER INFORMATION ABOUT THIS MODULE

FURTHER / ADDITIONAL INFORMATION IS AVAILABLE TO SUPPORT THIS MODULE, INCLUDING ASSESSMENT CRITERIA DETAILING HOW YOUR PERFORMANCE IN THE MODULE WILL BE MEASURED, HOW YOU WILL RECEIVE FEEDBACK, DETAILS OF LEARNING RESOURCES AND KEY READINGS.

THIS INFORMATION CAN BE FOUND IN

- Module Guide
- Assessment Brief
- Blackboard Site

NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE FROM YEAR TO YEAR.

FINAL TASK

According to the Assessment Strategy shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Strategy)	Task No. 2
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MODULE REFERRAL STRATEGY

Task for Task (as shown for initial assessment strategy)	Y
Single Referral Package for All Referred Students	N

REVISIONS

Date	Reason
July 2012	Assessment Framework review