Industrial Organization **Syllabus**
GECO 36158 **Fall 2026**

Tu 3:30pm-5:30 p.m
Th 5:30pm-7:30pm
Classroom: S106

Instructor: Ana Espinola, 3D05, ana.f.espinola@uv.es
Office hours: Tuesdays 9:30am-12:30pm, or by appointment.
Class webpage: Industrial Organization – UV Fall 2026 – Ana Espinola-Arredondo

Content and Purpose:
Industrial organization is the study of industry and firm behavior. Using the basic tools of microeconomic theory and game theory, this course explores the relationships among firms in an industry or across industries by examining the nature of strategic interaction among firms. We will study theoretical models and empirical evidence for a wide variety of market phenomena such as price wars, patent races, price-fixing conspiracies, mergers, and advertising campaigns. We focus attention on the structure and performance of markets that are imperfectly competitive. For this purpose we employ game theoretic models to discuss recent articles covering the following issues: 1) entry deterrence strategies and barriers to entry; 2) price and non-price competition; 3) vertical control; 4) market segmentation and price discrimination; 5) market equilibria with incomplete information.

Texts and Assigned Readings:
- Industrial Organization. Theory and Applications. Oz Shy (1995). The MIT Press.
- Other readings will be assigned in class. They are located (as pdf files) in the 'Assigned Readings' section of the class webpage.

Assignments and Evaluation:
One midterm and a final exam will count 30% and 30% respectively in determining the course grade. Both exams will contain a combination of multiple choice and essay type questions. The final will cover the whole course, but material not covered on the midterm will receive a heavier weight. The average of the best four of five quiz scores will count 20%. Four homework assignments will be assigned during the semester. <u>All assignments must be handwritten</u>. Late assignments will be marked down 10% for each week-day late down to 50%; no assignments will be accepted after the last week of classes. Midterm and final makeup's are possible only if reasons beyond the student's control can be verified. Please note that all items in this syllabus are subject to change at the discretion of the professor.

Assignments	Number	Percentage
Midterm	1	30%
Final	1	30%
Quiz	5	20%
Homework	4	20%
Total		100%

Grading Scale:

Excellent	**9 - 10**
Outstanding	**7 – 8.9**
Passed	**5 - 6.9**
Failed	**0 - 4.9**

Tentative Class Calendar and Topics:

Date	Topic	Homework Assignment	Quiz
September 15th	Introduction		
September 17th	Basic Concepts in Noncooperative Game Theory		
September 22nd	Technology, Production Cost and Demand	Homework 1 (due 10/01)	
September 24th	Perfect Competition		
September 29th	The Monopoly		
October 1st	Continue		
October 6th	Market for Homogeneous Products		#1
October 8th	Continue	Homework 2 (due 10/20)	
October 13th	Market for Differentiated Products		
October 15th	Continue		#2
October 20th	Review Session		
October 22nd	Midterm #1		
October 27th	Concentration, Mergers, and Entry Barriers		
October 29th	Continue	Homework 3 (due 11/17)	
November 3rd	Research and Development		
November 5th	The Economics of Compatibility and Standards		#3
November 10th	Advertising		
November 12th	continue		
November 17th	Continue		
November 19th	Quality Durability and Warranties	Homework 4 (due 12/08)	#4
November 24th	continue		
November 26th	Continue		
December 1st	Continue		
December 3rd	Pricing Tactics		
December 8th	continue		
December 10th	Market Tactics		#5
December 15th	The Role of information		
December 17th	continue		
December 22nd	Final		