

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI**

**COURSE PLAN (November 2024 – April 2025)**

**Department** : Economics  
**Name/s of the Faculty** : Lt. Dr. Jayalakshmi, Ms. Ashika A  
**Course Title** : Industrial Economics  
**Course Code** : 23EC/PE/ID15  
**Shift** : I

**COURSE OUTCOMES (COs)**

<b>COs</b>	<b>Description</b>	<b>CL</b>
<b>CO1</b>	To learn the scope and breadth of industrial economics and able to use the tools of economic analysis and the classical theory of markets in the analysis of organizations.	K1, K2
<b>CO2</b>	To apply the theoretical models to a given economic scenario	K3
<b>CO3</b>	To examine the important theories concerning organisation of industries and the behaviour of firms within those industries.	K4
<b>CO4</b>	To critically evaluate the relevance of existing theoretical knowledge	K5
<b>CO5</b>	To understand market structure-conduct-performance and appreciate the concept of sellers' concentration along with its measurement using adequate techniques.	K6

<b>Week</b>	<b>Unit No.</b>	<b>Content</b>	<b>Cognitive Level</b>	<b>Teaching Hours</b>	<b>COs</b>	<b>Teaching Learning Methodology</b>	<b>Assessment Methods</b>
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Nov 18 – 25, 2024 (Day Order 1-6)	1	<b>Strategic Behaviour of Firms</b> 1.1 The simple structure – Conduct – Performance model (SCP)- Critique 1.2 Market Structure - Seller's concentration, entry conditions, Economics of scale, Market structure and Profitability, Innovation	K1-K4	5	1 – 5	Lecture, PowerPoint presentation & Discussion	Quiz, Assignment, Class Discussion & CA 1
Nov 26- Dec 3, 2024 (Day Order 1 to 6)	1	1.3 Market Conduct- Product Pricing, Predatory Pricing, Investment planning and methods of evaluating investment planning. 1.4 Market Performance - Growth of a firm, Behaviour of firm, strategies- Theories on firm behaviour.	K1-K4	5	1 – 5	Lecture, PowerPoint presentation & Discussion	Quiz, Assignment, Class Discussion & CA 1
Dec 4-11, 2024 (Day Order 1 to 6)	1	1.5 Market structure and innovation – Process and measurement.	K1-K6	5	1 – 5	Lecture, PowerPoint presentation & Discussion	Quiz, Assignment, Class Discussion & CA 1
Dec 12-19, 2024 (Day Order 1 to 6)	2	<b>Indian Industrialisation</b> 2.1 Scope and Objectives of Industrial Economics. 2.2 Industrial Growth in India - Trends and Prospects	K1-K3	5	1 – 5	Lecture, PowerPoint presentation & Discussion	Quiz, Assignment, Case Studies & CA 1
Dec 20, 2024	2	2.3 Industrial Location policy in India	K1-K5	1	1 – 5	Lecture, PowerPoint	Quiz, Assignment,

(Day Order 1)						presentation & Discussion	Case Studies & CA 1
Jan 3 – 7, 2025 (Day Order 3 to 6)	2	2.3 Industrial Location policy in India 2.4 Industrial Classification and Sources of data	K1-K5 K1-K4	4	1 – 5	Lecture, PowerPoint presentation & Discussion	Quiz, Assignment, Case Studies & CA 1
Jan 8 – 17, 2024 (Day Order 1 to 6)	3	<b>The Dominant Firm</b> 3.1 Behaviour of the Dominant Firm 3.2 Market Performance Under Entry- Limiting Behaviour; Entry and Strategy  Revision – QUIZ I	K1-K3 K1-K5	5	1 – 5	Lecture, PowerPoint presentation & Discussion	Quiz, Assignment, Class Discussion & CA 1
Jan 18 - 23, 2025	<b>C.A. Test - I</b>						
Jan 24 -31, 2025 (Day Order 1 to 6)	3	3.3 Public Policy towards Dominant Firms 3.4 Law and Economics of Monopolization	K1-K5 K1-K6	5	1 – 5	Lecture, PowerPoint presentation & Discussion	Quiz, Assignment, Class Discussion & CA 1
Feb 3-8, 2025 (Day Order 1 to 6)	4	<b>Vertical Integration, Conglomerate Diversification and Mergers</b> 4.1 Conglomerate Diversification: Concepts, measures, determinants and consequences of diversification, mergers, FDI	K1-K4	5	1 – 5	Lecture, PowerPoint presentation & Discussion	Quiz, Assignment, Class Discussion & CA 1
Feb 10– 18, 2025 (Day Order 1 to 4)	4	4.2 Vertical integration: Nature and Extent of Vertical integration, theories of vertical integration	K1-K5	4	1 – 5	Lecture, PowerPoint presentation &	Quiz, Assignment,

						Discussion	Class Discussion & CA 1
Feb 19- 26, 2025 (Day Order 1-6)	4	4.2 Vertical integration: Nature and Extent of Vertical integration, theories of vertical integration	K1-K5	5	1 – 5	Lecture, PowerPoint presentation & Discussion	Quiz, Assignment, Class Discussion & CA 1
	5	<b>Technical Progress &amp; Performance</b> 5.1 Economics of Research	K1-K4				
Feb 27- Mar 6, 2025 (Day Order 1 to 6)	5	<b>Technical Progress &amp; Performance</b> 5.1 Economics of Research	K1-K4	5	1 – 5	Lecture, PowerPoint presentation & Discussion	Quiz, Assignment, Class Discussion & CA 1
		5.2 Market structure and incentive to invent	K1-K3				
Mar 7 – 11, 2025 (Day Order 1 to 3)		5.2 Market structure and incentive to invent	K1-K3	2	1 – 5	Lecture, PowerPoint presentation & Discussion	Quiz, Assignment, Class Discussion & CA 1
		Revision- QUIZ II					
Mar 12 –17, 2025	<b>C.A. Test - II</b>						
Mar 18 – 20, 2025 (Day 4 to 6)	5	5.3 Concepts by Arrow & Schumpeter	K1-K3	3	1 – 5	Lecture, PowerPoint presentation & Discussion	Quiz, Assignment, Class Discussion & CA 1
		5.4 Concepts of Profit Margin	K1-K4				
Mar 21 - 28, 2025 (Day Order 1 to 6)	5	5.5 Productivity and Technical Efficiency	K1-K4	5	1 – 5	Lecture, PowerPoint presentation &	Quiz, Assignment,

		Revision				Discussion	Class Discussion & CA 1
Mar 29- April 2, 2025 (Day Order 1 to 3)	<b>REVISION</b>						

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