# San José State University

## Course and Contact Information

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|---|---|
| Instructor: | Dr. Paul Lombardi |
| Office Location: | DMH 138 |
| Telephone: | (408) 924-5404 |
| Email: | paul.lombardi@sjsu.edu |
| Office Hours: | Thursdays 2:00-3:00pm through Zoom and by appointment |
| Office Hours Zoom Link: | https://sjsu.zoom.us/j/87566184772?pwd=Q29mQk9VejY5bzlGdkxPMWRCQUo5dz09 |
| Class Days/Time: | Not Set/Asynchronous Lectures |
| Classroom: | N/A (Online) |
| Prerequisites: | Econ 1B |

## Class Resources

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on Canvas Learning Management System course login website at http://sjsu.instructure.com.

## Course Description

Microeconomic theory applied to pricing of products by seller having different market structures such as competition, imperfect competition, monopoly, public utility regulation or government pricing.

## Course Learning Outcomes (CLO)

Upon successful completion of this course, students will be able to:

1. Differentiate between market structures
2. Identify examples of strategic behaviors by firms
3. Evaluate government regulations of markets

## Required Texts/Readings (Recommended but not required)

### Textbook (Optional)

1. Carlton, Dennis and Jeffery Perloff. *Modern Industrial Organization*, 4th ed. (Boston: Pearson, 2005). ISBN-13: 978-0321180230. You are responsible for the material covered in class only. However, the textbook can fill in gaps in your notes and provides a different explanation of the material.
2. Church, Jeffery and Roger Ware. *Industrial Organization: A* Strategic *Approach.* (Boston: McGraw-Hill, 2000). A pdf version can be found on the class' Canvas website. The book provides covers

technical portions of the course and fill in gaps in your notes. The book is on the advance side and goes beyond the expectations for our class.

### Other Readings

I will assign supplementary readings through the course's Canvas website.

## Course Requirements and Assignments

SJSU classes are designed such that in order to be successful, it is expected that students will spend a minimum of forty-five hours for each unit of credit (normally three hours per unit per week), including preparing for class, participating in course activities, completing assignments, and so on. More details about student workload can be found in University Policy S12-3 at http://www.sjsu.edu/senate/docs/S12-3.pdf.

There are three components to your grade: two exams (30%), quizzes/discussion boards (50%), and a project (20%).

The exams will be a mix of short answer and multiple-choice questions. The exams will be online and open book open note. The exam will occur in weeks three and five The exact timing of the exam during the assigned week will be up to the student. The exams will focus on the material covered since the previous exam (i.e., not cumulative) and are worth 15% each.

Each week will have around four activities for students. Activities include quizzes, discussion boards, and game simulations.

Students will make a five-minute Zoom presentation or write a short paper (i.e., about two pages). The projects will discuss the student's choice of the course material.  The final project will be due at the end of week five—7/3/22. However, an intermediate step leading up to the final project will be due during week four—6/26/22.

## Grading Information

Corresponding letter grades will be assigned as follows:

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|---|---|---|---|
| 97 to 100% A plus | 87 to 89% B plus | 77 to 79% C plus | 67 to 69% D plus |
| 93 to 96% A | 83 to 86% B | 73 to 76% C | 63 to 66% D |
| 90 to 92% A minus | | | |

| Week | Due Date | Material |
|---|---|---|
| 3 | 6/19/22 | Exam 1 |
| 3 | 6/19/22 | Game Theory: Normal Form Games |
| 3 | 6/19/22 | Game Theory: Extensive Form Games |
| 4 | 6/26/22 | Oligopolies: Cournot and Stackelberg Models |
| 4 | 6/26/22 | Oligopolies: Bertrand Model |
| 5 | 7/3/22 | Advertising |
| 5 | 7/3/22 | Price Discrimination |
| 5 | 7/3/22 | Exam 3 |

**Subject Schedule**

*We will cover two of the following topics per week. Some subjects maybe skipped depending on time constraints. Changes will be announced through Canvas and email.*

Micro Foundations: Cost and Production Functions
Perfectly Competitive Markets
Monopolies
Game Theory Primer
Oligopoly markets:
- Bertrand
- Cournot
- Stackelberg

Advertising
Price Discrimination