

## COURSE DETAIL

### INDUSTRIAL ECONOMICS

**Country**

Thailand

**Host Institution**

Thammasat University

**Program(s)**

Thammasat University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Economics

**UCEAP Course Number**

141

**UCEAP Course Suffix****UCEAP Official Title**

INDUSTRIAL ECONOMICS

**UCEAP Transcript Title**

INDUSTRIAL ECON

**UCEAP Quarter Units**

5.00

**UCEAP Semester Units**

3.30

## Course Description

This course examines behaviors of firms in imperfectly competitive markets. It covers the structure conduct performance (SCP) paradigm, which examines the relationship among market structure, firms conduct, and their performance. It also covers firms decisions on operation, resource allocation, as well as firms strategic actions. Price theory and game theory are used to analyze issues such as pricing, research and development, advertising, and decisions under imperfect information. The course also covers competition in multi-sided markets and the importance of platforms as well as the role of competition policy in competition regulation.

### Language(s) of Instruction

English

### Host Institution Course Number

EE 481

### Host Institution Course Title

INDUSTRIAL ECONOMICS

### Host Institution Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

Economics

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