
PROFESSOR:	Javier D. Donna
EMAIL:	jdonna@ufl.edu
MEETING TIME:	Mondays and Wednesdays, 11:45 AM – 1:40 PM (Period 5-6)
LOCATION:	Matherly Hall 103 (MAT 103)
OFFICE HOURS:	Tuesdays and Thursdays, 2:00 PM – 3:00 PM
COURSE WEBPAGE:	University eLearning course webpage

COURSE OVERVIEW

This course is an introductory class to modern economics of competitive strategy. We will combine the latest theories with empirical evidence about competition, regulation, and the organization of firms and markets. We will discuss issues that arise from the market structure and business practices—such as price discrimination and strategic behavior—, the role of information and advertisement, and the government's role in antitrust policy and regulating industries.

TEXTBOOKS

- **Required:** Carlton D. and J. Perloff, *Modern Industrial Organization*, 4th Ed., HarperCollins, ISBN: 9780321180230 (CP henceforth)
- **Optional:** Pepall, L., Richards, D., and Norman, G., *Industrial Organization: Contemporary Theory and Empirical Applications*, 4th Ed., Wiley-Blackwell, ISBN: 9781405176323

PREREQUISITES

1. ECO 2013 (Principles of Macroeconomics) and
2. ECO 2023 (Principles of Microeconomics) and
3. ECO 3101 (Intermediate Microeconomics) or ECP 3703 (Managerial Economics) and
4. MAC 2233 (Survey of Calculus 1) or higher.

There will be no exceptions. **Do not enroll in this class if you do not meet the prerequisites. If you do not meet the prerequisites, you need to ask for my explicit permission to take the course, even if you are already enrolled. Students will not receive a final grade for the course if they do not meet the prerequisites and have not asked for my permission.**

Further details regarding prerequisites for Economics courses can be found in the link below:
<https://catalog.ufl.edu/UGRD/courses/economics/>

COURSE STRUCTURE

All lectures and exams will be in person during the normal class times and assigned exam dates. If you are absent, you must self-study the material and obtain notes from your classmates. I will, of course, answer questions during office hours but only after you have thoroughly reviewed any missed material. You are expected to be available during normal class times. **Do not enroll in this class if you are not available during those times.**

LECTURES

You are expected to attend the lectures during the class meeting times, to take notes, and to actively participate. **I will not take attendance.** However, if you miss a lecture, you will not receive class participation for that lecture, you will need to review the assigned readings/material on your own and/or obtain class notes from a classmate to prepare for the exams. For details see below under "Class Participation and Freebies."

COMMUNICATION

All announcements will be sent via the University of Florida (UF henceforth) email or through the course web page via eLearning. I will assign supplementary readings (from magazines or newspapers such as the

Economist, the *Wall Street Journal*, the *New York Times*, etc.). I will post the links or articles to these required assignments in the course webpage.

We will use your University email address. Be sure your email address registered with the University is correct, your spam filters are not set too tight, and that your inbox is not full. To communicate with me, please send me an email instead of a canvas message. I may not check canvas messages every day. It may therefore take me longer to respond to you if you send me a canvas message.

There are three important course policies regarding emails:

1. Check your UF email account at least once per day.
2. Emails sent to me need to have "ECO 4104: Economics of Competitive Strategy" at the start of the subject heading. If you do not include such a heading, your email may automatically go to spam and I may not be able to read it.
3. All emails that you send to me must follow basic rules for professional correspondence. If you are unsure of what constitutes professionalism, feel free to ask me or err on the side of caution. Below are basic email guidelines.

Email Guidelines.

When communicating with your instructors online, you should:

- Treat your instructor with respect in all forms of online communication.
- Always use your professors' proper title: Dr. or Prof. (or if in doubt use Mr. or Ms.).
- Unless specifically invited, do not refer to your instructor by first name.
- Use clear and concise language.
- **Be brief and follow the 1-5 email rule.** Almost all issues can be effectively communicated using the 1-5 email rule: *1 paragraph, 5 or less brief sentences.*
- Double check spelling and grammar using a spell and grammar checker.
- Read your email twice before sending it.
- **Avoid the angry email.** If you are angry, write the email, but **wait 24 hours** before sending it.
- Keep the following in mind: Once an email is sent, a copy is available forever.
- Avoid slang terms such as "wassup?" and texting abbreviations such as "u" instead of "you".
- Use standard fonts such as Arial or Times New Roman and use a font size of 12 or 14.
- Avoid using the caps lock feature AS IT CAN BE INTERPRETTED AS YELLING.
- Limit and possibly avoid the use of emoticons like 😊
- Be cautious when using humor or sarcasm as tone is sometimes lost in an email. Your message might be taken seriously or considered offensive.

Visit the link below for details:

<http://biostat.ufl.edu/resources/e-learning-resources/e-learning-basics/etiquette-online/>

EXCUSED ABSENCES

Absences are considered excused only after you have provided documentation of a conflict that is explicitly covered in the UF Attendance Policy:

<https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>

If you are unable to provide such documentation, you may be able to have your absence excused by the Dean of Students Office in extenuating circumstances. **All other absences are considered unexcused.** Any unexcused absence from an exam or other graded assignment will result in a zero.

COMPUTER ACCESS

The University requires access to and on-going use of a computer. This should not be a tablet device or smartphone, but an actual desktop or laptop computer. Minimum equipment specifications are available at:

<https://it.ufl.edu/policies/student-computing-requirements/>

PRIVACY STATEMENT FOR VIRTUAL OFFICE HOURS

Office hours will be offered virtually. Your webcam must be turned on during virtual office hours. Access to will be restricted by passwords to enrolled students and Teaching Assistants. If you are uncomfortable sharing a view of your home/location on the webcam, you can use a virtual background.

ACADEMIC INTEGRITY

You are expected to abide by the University's rules for academic honesty and UF's Honor Pledge. Any violation of these rules will be prosecuted to the fullest extent. The rules are available at:

<http://www.dso.ufl.edu/judicial/academic.php>

Examples of violations of academic integrity include, but are not limited to, cheating on exams, plagiarism, making false statements, and creating a false excuse not to take an exam.

EXAM POLICY

All exams are closed-book, closed-notes, closed-everything. **Scientific calculators are not allowed.** Only non-scientific calculators are allowed. **The final exam is cumulative.** Some topics in the schedule will not be evaluated in the final exam. I will let you know before the exam which topics will not be evaluated. If you begin an exam more than 15 minutes late, your score will be invalidated.

GRADING

Midterm Examination I:	20% (Wednesday, September 21, in-class exam, MAT 103)
Midterm Examination II:	20% (Monday, October 24, in-class exam, MAT 103)
Problem Sets:	10%
Class Participation:	15%
Final Examination:	35% (Tuesday, December 13, 3:00 PM – 5:00 PM, MAT 103)

MAKEUP EXAMS

Notify me **in advance** if you have a **documented excused absence** (see "Excused Absences" for details). In that case, the weight for the missed midterm exam will be reallocated to the final exam. Travel plans are not an emergency. It is your responsibility to plan around scheduled exam times. The date of the final examination is fixed and will not be changed. There will be no excuses. If you miss the final, you will not receive credit for the class.

FINAL EXAM

Do not register for this course if you are unable to take the final exam at the University-scheduled date and time. You need to obtain a **minimum of 60 percent in the final exam** to pass the course. If you do not obtain a minimum of 60 percent in the final examination, you will not pass the course, and you will obtain a letter grade "E" for the course.

If you miss the final exam due to a documented emergency, you will need to coordinate with me for a new date during the following semester. You will need to take a **synchronous final oral examination**. Such final oral examination will account for 100 percent of your grade (that is, midterm/s and class participation grade will have zero weight on your final grade), it will be cumulative, and it will encompass all material in the schedule below regardless of the topics not evaluated in midterm/s and the regular final exam. You will also need to obtain a minimum of 60 percent in the final oral examination to pass the course.

GRADE DISPUTES

Grade disputes impose a significant cost in terms time and energy. The best way to avoid them is to answer questions clearly and concisely. Vague or ambiguous answers lead to a low grade. For simple matters, such as asking how a question was graded or an arithmetic error in the calculation of your score, simply inform me. If you have a substantial concern, you may ask me for a regrade of your exam. Regrade requests will be considered if they are **submitted (a) in writing, and (b) after discussing the issues with me.** I would like to discourage you from doing a regrade. My policy is that you may ask to have your **entire exam regraded (not just one particular question)**, which could ultimately result in either a higher or lower total score. In the past, regrading exams led to an overall lower score. The reason is that the appeals

typically resulted from lack of clarity in formulating answers. Re-reading these answers did not make them clearer. Concise and clear writing is your best course of action.

PROBLEM SETS

Homework assignments will be given periodically as indicated in the schedule. Problem sets are due at the start of the class on the designated day (I will announce this in class). Late assignments can be handed in for (at most) half credit late during the class that day. No problem sets will be accepted after class. There will be no exceptions. Ten per cent of your final grade will be determined by weighting equally each of the problem sets.

Cooperation in doing problem sets is encouraged. You may work in groups of four students or less to discuss the problem sets. You only need to hand in one problem set per group. I encourage that every student participate actively answering every question or exercise. Handing in others' work either for this class or for other purposes as your own is not encouraged, will earn you a zero on the assignment, and referral to the University authorities.

CLASS PARTICIPATION AND FREEBIES

Class participation will be graded during each lecture. I will take note of each student who "participates." Participation is defined as speaking at least once about the topic in the lecture or case discussion. **Class participation is not graded based on correctness.** As it names states it, class participation is graded exclusively based on participation. It is a relatively easy form to obtain part of the grade for the class (see "Grading" for details). Full participation grade is obtained by participating in 12 (twelve) or more different lectures.

There will be four (4) "freebies" for class participation. A freebie means that a student will receive full credit (for class participation) in a given lecture without participating in that lecture; that is, the student may miss the lecture or may simply not participate and still receive full credit for that lecture. With four (4) freebies, this means that each student will receive full participation grade in four (4) different lectures in which they do not participate. Freebies cannot increase the class participation grade above the maximum 10 percent. (For example, consider three students A, B, and C. Student A participates in all lectures. Student B participates in all lectures except in 4. Student C participates in only 8 lectures. Then, all three students receive the exact same class participation grade, 10%, which corresponds to the maximum grade participation.) Freebies are intended to accommodate for legitimate absence for which appropriate documentation would be difficult or impossible to secure. **You do not need to send me an email nor a documented excused absence to receive the freebie, even if you cannot attend the class. All students will receive the freebies automatically at the end of the semester.** However, you should handle your freebies using sound judgement. After you exhaust the maximum of four (4) freebies, you will not receive class participation in a given lecture if you do not participate in it. There will be no excuses given the freebies leniency considered.

CLASS RECORDING AND PUBLICATION PROHIBITION

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. A recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to **social media, book, magazine, newspaper, leaflet, or third-party note/tutoring services.** A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under **UF Regulation 4.040 Student Honor Code and Student Conduct Code.**

GRADING POLICY

The table below provides the baseline grade policy. To assign the final letter grade for the course, I will use the cut-off percentage points in the table below as **maximum cut-off points.** This policy means that by obtaining the percentage below you are guaranteed the corresponding letter grade. I may (or may not) decide to lower all cut-off points based on the overall class performance, what will benefit everyone.

Unless I explicitly lower the cut-off points, the table below will be used:

Final Letter Grade	Maximum cut-off (percentage)
A	93.0 - 100
A-	90.0 - 92.9
B+	87.0 - 89.9
B	83.0 - 86.9
B-	80.0 - 82.9
C+	77.0 - 79.9
C	73.0 - 76.9
C-	70.0 - 72.9
D+	67.0 - 69.9
D	63.0 - 66.9
D-	60.0 - 62.9
E	0 - 59.9

SCHEDULE

Below is the tentative schedule. It will be adjusted as needed throughout the class.

I hope you enjoy the course. Good luck.

TENTATIVE SCHEDULE (will be updated as necessary)

Week #	Class Date	Class #	Topic	Reading	Assignments
Part 1					
1	Aug-24	1	Introduction and Course Organization Case Study	CP Ch.1 Case Notes	Personal Profile Form
	Aug-29	2	Firms, Costs, and Competition Case Study	CP Ch. 2 & 3 Case Notes	
2	Aug-31	3	Monopolies I: Market Power Case Study	CP Ch. 4 Case Notes	Personal Profile Form due - Upload to Canvas - <u>Do not</u> send by email
	Sep-05		Labor Day: No class		
3	Sep-07	4	Monopolies II: Dominant Firm and Comp. Fringe Case Study	CP Ch. 4 Case Notes	Problem set 1
	Sep-12	5	Monopolies III: Natural Monopoly Case Study	CP Ch. 4 Case Notes	
4	Sep-14	6	Case Study	CP Ch. 9 Case Notes	Problem set 1 due - Upload to Canvas - <u>Do not</u> send by email
	Sep-19	7	Review for Midterm Examination Case Study	CP Ch. 9 Case Notes	
5	Sep-21	8	In-class exam Midterm I		
Part 2					
6	Sep-26	9	Cartels and Oligopolies II (Cournot) Case Study	CP Ch. 5 & 6 Case Notes	
	Sep-28	10	Cartels and Oligopolies III (Bertrand)	CP Ch. 7	
7	Oct-03	11	Cartels and Oligopolies IV (Cournot Review and Stackelberg) Case Study	CP Ch. 7 Case Notes	Problem set 2
	Oct-05	12	Midterm I discussion	Midterm	
8	Oct-10	13	Price Discrimination II Case Study	CP Ch. 9 Case Notes	
	Oct-12	14	Monopolistic Competition I Case Study	CP Ch. 7 Case Notes	Problem set 2 due - Upload to Canvas - <u>Do not</u> send by email
9	Oct-17	15	Monopolistic Competition II (Hotelling) Case Study	CP Ch. 7 Case Notes	
	Oct-19	16	Monopolistic Competition III (Salop)	CP Ch. 7 Case Notes	
10	Oct-24	17	In-class exam Midterm II		

Week #	Class Date	Class #	Topic	Reading	Assignments
Part 3					
	Oct-26	18	Industry Structure and Performance I	Class Notes CP Ch. 8 Case Notes	
11	Oct-31	19	Recycling and Stocks Externalities	Class notes Slides	
	Nov-02	20	Double Marginalization, Vertical Integration, and Vertical Mergers I Case Study	Class Notes CP Ch. 12 Case Notes	Problem set 3
12	Nov-07	21	Midterm 2: Discussion		
	Nov-09	22	Double Marginalization, Vertical Integration, and Vertical Mergers II Case Study	Class Notes CP Ch. 12 Case Notes	
13	Nov-14	23	Matching Markets Case Study	Class Notes Case Notes	
	Nov-16	24	Monopsonistic Markets Case Study	CP Ch. 4 Case Notes	Problem set 3 due - Upload to Canvas - <u>Do not</u> send by email
14	Nov-21	25	Exercises from Problem Set 3	CP Ch. 10	
	Nov-23		Thanksgiving break: No class		
15	Nov-28	26	Price Discrimination III: Single and Double Two-part Tariffs	CP Ch. 10	
	Nov-30	27	Price Discrimination IV: Bundling and Mixed Bundling	CP Ch. 10	
16	Dec-05	28	Review Exercises from Problem Set 3	Class Notes	
	Dec-07	29	Concluding Remarks and Q&A	Class Notes	

FINAL EXAMINATION FOR SEMESTER:

Tuesday, December 13, 3:00 PM – 5:00 PM, MAT 103

PLEASE TAKE CARE OF YOURSELF (Mental Health Statement)

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce a student’s ability to participate in daily activities. The University of Florida offers services to assist you with addressing these and other concerns you may be experiencing.

If you are or someone you know is suffering from any of the aforementioned conditions, you can learn more about the broad range of confidential mental health services available on campus via the **UF Crisis & Emergency Resource Center**. Please visit the links below for details.

UF Mental Health Services:

<https://wellness.med.ufl.edu/resources/in-person-mental-health-services/>

UF Counseling & Wellness Center: 352-392-1575

<https://counseling.ufl.edu/about/location-hours-contact/>

UF Suicide Prevention Resources

<https://counseling.ufl.edu/resources/suicide/>

SUICIDE CAN BE PREVENTED

If you are thinking of harming yourself or need a safe, non-judgmental place to talk, or if you are worried about someone else and need advice about what to do, 24-hour emergency help is also available through the Phone Numbers Below or at:

www.suicidepreventionlifeline.org

Phone Numbers

Unless noted, these phone numbers are available 24/7.

- **UF Counseling & Wellness Center:** 352-392-1575
- **National Suicide Prevention Lifeline:**
 - English: 1-800-273-8255
 - Spanish: 1-888-628-9454
 - Deaf/hard of hearing: 1-800-799-4889
- **Veterans Crisis Line:** 1-800-273-8255
- **LGBTQ Youth Crisis Hotline (Trevor Project):** 1-866-488-7386
- **TransLifeline (Available everyday, 11am–5am):** 877-565-8860

Text & Chat

Don’t want to talk? You can also get support through text and chat, available 24/7.

- **Suicide Prevention Lifeline Chat** – Available 24/7
<https://suicidepreventionlifeline.org/chat/>
- **Veterans Live Chat** – Available 24/7
<https://www.veteranscrisisline.net/ChatTermsOfService.aspx?account=Veterans%20Chat>
- **LGBTQ Youth Crisis Chat/Text (TrevorChat/TrevorText)** – Follow link for chat or text START to 678-678
<https://www.thetrevorproject.org/get-help-now/>

DISABILITY SERVICES

Students with disabilities requesting classroom accommodation must first register with the Disability Resource Center (DRC). Once registered, the DRC will provide documentation to the student. Then the student must provide this documentation to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester. Please visit the DRC website for details:

<https://disability.ufl.edu>

Note that the DRC will **remain operational during the COVID-19 pandemic**. The DRC may hold Zoom and phone appointments with students.

COVID-19 FAQ AND UNIVERSITY POLICIES

Please see the University recommendations below:

<https://coronavirus.ufhealth.org/screen-test-protect-2/frequently-asked-questions/>

CHANGES TO SYLLABUS

The syllabus and schedule are **subject to change/revision**.