

# ECON 3002 CORPORATIONS, ECONOMIC POWER AND POLICY

**Credit Points** 10

**Legacy Code** 200923

**Coordinator** Partha Gangopadhyay ([https://directory.westernsydney.edu.au/search/name/Partha Gangopadhyay/](https://directory.westernsydney.edu.au/search/name/Partha%20Gangopadhyay/))

**Description** Australia's industrial, financial and retail sectors are dominated by powerful corporations which engage in a wide variety of competitive and cooperative behaviours. This unit examines how modern corporations position themselves in terms of investment in large-scale production, technological innovation, the manipulation of information, marketing, and cooperative strategies to gain market share and enhance their profitability. It also explores the effects of the interactions of corporate behaviour and public policy, including the governmental function of constructing and regulating explicit market rules of exchange.

**School** Business

**Discipline** Economics

**Student Contribution Band** HECS Band 4 10cp

Check your HECS Band contribution amount via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 3 subject

**Equivalent Subjects** ECON 3018 - Microeconomic Theory and Applications

**Assumed Knowledge**

Knowledge gained around consumers and markets, the Australian economy, economic methods and analysis.

## Learning Outcomes

On successful completion of this subject, students should be able to:

1. Apply theoretical microeconomic concepts to the analysis of industry structure, conduct and performance;
2. Develop further understanding and modelling of strategic behaviour within and between firms;
3. Analyse microdynamic factors relating to strategic decision making of corporations;
4. Critically evaluate interactions between government and corporations;
5. Critically evaluate debates over industry and competition policy.

## Subject Content

- Equilibrium and disequilibrium Models, Game theory and Rational Expectations
- Microstructure Models: inventory Models, information-based Models, strategic trader Models
- Industrial organisation and microdynamics: product selection, quality and marketing, vertical control and integration, dynamic price competition and tacit collusion, non-price competition, reputation and predation, R&D, innovation and new technologies

- Regulatory Issues: merger regulation, information provision, deceptive conduct, property rights, corporate welfare, Regulatory capture

## Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/ Group Task
Presentation	10 minutes	20	N	Individual
Essay	2,000 words	30	N	Individual
Essay	2 hours	50	N	Individual

Prescribed Texts

- There is not a recommended textbook for this subject. Required readings will be made available through the vUWS site.

Teaching Periods

## Autumn

### Online

### Online

**Subject Contact** Partha Gangopadhyay ([https://directory.westernsydney.edu.au/search/name/Partha Gangopadhyay/](https://directory.westernsydney.edu.au/search/name/Partha%20Gangopadhyay/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=ECON3002\\_22-AUT\\_ON\\_O#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=ECON3002_22-AUT_ON_O#subjects))