OMBA 6921 - Industrial Economics

Fall 2026 Syllabus, Section A05, CRN 43725,

Credit hours: 3

Instructor

Albert Sumell

Email: ajsumell@ysu.edu

Public Instructor Information

Instructor Title: Professor
Instructor Professional Qualifications:

Ph.D., Economics, Georgia State University, 2005

Master's, Economics, Georgia State University, 2001

Bachelor's, Economics, Salisbury State University, 1999

Instructor Office Location: 3376 Williamson College of Business

Instructor Office Phone: (330) 941-1678

Course Description

6921. Industrial Economics. Students will learn to analyze and understand the impact economic factors (e.g., information, consumer behavior, supply and demand) have on shaping markets and industries. Using this knowledge, students will be capable of assessing the different types of economic strategies (e.g., product differentiation, pricing, advertising and signaling) an organization can employ to gain market power to realize economic profits. Prereq.: graduate standing, admission to the OMBA Program or permission from the MBA Program. 3 s.h.

Course Readings

Group	Title	Author	ISBN
Required	Managerial Economics and Strategy	Jeffrey Perloff and James Brander	9780135399835

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

Schedule of Topics and Assignments

Week of	Reading(s)	Proposed Topic	Due/To Prepare for Class
8/24	Ch. 2, Supply and Demand, 8-25; 30-35 Ch. 3, Price Elasticity of Demand, 41 – 56;	Intro to Economics, Supply and Demand, Price Elasticity of Demand	At least two Module 1 Discussion posts due Sunday, 8/30 Quiz 1 due Monday, 8/31
8/31	Ch. 6, Costs, 137 – 163; Ch. 7, Profit Maximization, 175 – 193;	Firm Costs and Profit Maximization	Assignment 1 due Friday, 9/4 At least two Module 2 Discussion posts due Sunday, 9/6 Quiz 2 due Tuesday 9/8
9/7	Ch. 7, Market Structures, 193 - 197; Ch. 8, Competitive Firms and Markets, 201 – 220; Consumer, Producer and Market Surplus, 221 – 229;	Firm Costs and Profit Maximization Market Structures and Competitive Markets	Assignment 2 due Friday 9/11 At least two Module 3 Discussion posts due Sunday, 9/13 Quiz 3 due Monday 9/14
9/14	Ch.9, Monopoly Profit Maximization and Lerner Index, 236 – 253; Causes of Monopoly and Deadweight Loss, 254 – 267	Monopoly Power	Assignment 3 due Friday 9/18 At least two Module 4 Discussion posts due Sunday, 9/20 Quiz 4 due Monday 9/21

9/21	Ch. 10, Pricing with Market Power, 271 – 303;	Pricing Strategies and Price Discrimination	Assignment 4 due Friday 9/25 At least two Module 4 Discussion posts due Sunday, 9/27 Quiz 5 due Monday 9/28
9/28	Ch. 12, Game Theory and Business Strategy, 338 – 355; Ch. 13, Repeated Games and Cost Strategies, 375 – 389	Game Theory and Business Strategies	Assignment 5 due Friday 10/2 At least two Module 6 Discussion posts due Sunday, 10/4 Quiz 6 due Monday 10/5
10/5	No new readings	Final Exam Review	Final Exam is due Friday, 10/9

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.