

SYLLABUS

COURSE

INDUSTRIAL ECONOMICS

(EKO1313)



IPB University
— Bogor Indonesia —

Lecturer Team:

- 1. Dr Ir Sri Mulatsih, MScAgr**
- 2. Dr Widyastutik, SE, MSi**
- 3. Dr Ir Wiwiek Rindayati, MSi**
- 4. Dr Eisha Maghfiruha Rachbini SE, MSc**

**DEVELOPMENT ECONOMICS STUDY PROGRAM
DEPARTMENT OF ECONOMICS
FACULTY OF ECONOMICS AND MANAGEMENT
IPB UNIVERSITY
2024**



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SEMESTER LESSON PLANS (RPS)

Course Name (MK)	Course Code	Course Cluster	Weight (credits)		Semester	Approval Date
Industrial Economics	EKO1313	In-depth Prodi Courses	Lecture: 3	Practicum: 0	5	August 12, 2024
	Total student workload:		Face-to-face:	Independent learning:	Maximum class size:	
	135 Hours		50 Hours	85 Hours	100 Students	
AUTHORIZATION / APPROVAL	RPS Developer Lecturer		Course Coordinator		Head of Study Program	
	Signature		Signature		Signature	
	Dr. Ir. Sri Mulatsih, M.Sc.Agr		Dr Ir Sri Mulatsih MScAgr		Dr Tony Irawan SE MAppEc	
Course Category	CCC/FC/FL/ACC/IC/Final Year Project (cross out unnecessary words)					
Course Description	This course provides knowledge about the basic concepts of Industrial Economics. Students are also equipped with insights on the application of industrial economics, such as company behavior, vertical and horizontal integration, mergers and conglomerations, as well as the government's role in regulating business competition. Additionally, this course offers knowledge about important and current issues in industrial economics, such as the role of digital economy and e-commerce in the industrial sector and the economy.					
Intended Learning Outcomes (ILOs) of the Study Program	Study Program Learning Outcomes assigned to the Course					
	ILO 1	Possessing skills in applying analytical methods, concepts, and economic theories according to the development of science and technology for decision-making, problem-solving, and planning, both on a micro and macro scale for development, social, and business interests.				
	ILO 2	Mastering the concepts, theories, and analytical methods in the field of economics both micro and macro, as well as their branches.				
	ILO 3	Able to communicate verbally and in writing in the field of economics logically, creatively, and innovatively by utilizing the development of science and technology, interact with the community, and make decisions responsibly both independently and in groups.				
Course Learning Outcomes	Learning Outcomes (CLOs)					
	CLO 1	Students are able to explain the basic concepts of industrial economics, applying the structure, behavior, and performance of industries, both using schedules/curves and mathematical equations accurately.				
	CLO 2	Students are able to analyze important issues related to current industrial developments in the Indonesian and global economies, as well as the application of government policies and regulations in creating competitive business competition and fostering a conducive business climate, utilizing relevant data and previous literature and empirical studies accurately and relevantly.				
	Sub-Learning Outcomes (Sub-CLOs)					

	Sub-CLO 1	Students are able to explain industrial structure in free markets, monopolies, and oligopolies, as well as explain the behavior and performance in each market structure and the reasons for the formation of these market structures.	
	Sub-CLO 2	Students are able to apply concepts and theories to important issues in industrial economics such as vertical and horizontal integration, mergers, and conglomeration accurately and relevantly.	
	Sub-CLO 3	Students are able to explain the application of company behavior in pricing decisions such as price discrimination and the influence of market power in maintaining company dominance accurately and relevantly.	
	Sub-CLO 4	Students are able to analyze the implementation of policies in the industrial sector and government regulations regarding business competition, both in the Indonesian economy and in case studies from other countries, relevantly.	
	Sub-CLO 5	Students are able to identify types of applications and digital economic transactions in economic activities, such as B2B, B2C, C2C, and C2B e-commerce, and are able to conduct analyses related to theories and concepts of industrial economics, namely market structure, behavior, and performance, accurately and relevantly.	
	Sub-CLO 6	Students are able to analyze the role of the digital economy in both national and sectoral economies, including in industries, production processes, and their impact on business competition accurately and relevantly.	
Relevance of CLO and Sub-CLO		CLO 1	CLO 3
<i>Tick (✓) according to relevance</i>	Sub-CLO 1	✓	
	Sub-CLO 2	✓	✓
	Sub-CLO 3	✓	✓
	Sub-CLO 4		✓
	Sub-CLO 5		✓
	Sub-CLO 6		✓
Courses offered for	✓ Major		
Main References	1. Kirana, Wijaya. 2001. <i>Ekonomi Industri</i> . BPFE. Yogyakarta 2. Cabral, Muis M.B. 2000. <i>Industrial Organization</i> . The Mit Press. Cambridge, Massachusetts. 3. Law on Business Competition No. 5 of 1999 4. Job Creation Law		
Lecturers (Teaching Team)	1. Dr Ir Sri Mulatsih, MScAgr 2. Dr Widyastutik, SE, MSi 3. Dr Ir Wiwiek Rindayati, MSi 4. Dr Eisha Maghfiruha Rachbini SE, MSc		

Table 1. Lesson Plan for Each Meeting

Week	Basic Competence/ Final Skills (Sub-CLO)	Study Material	Learning Method	Estimated Time (Minutes)	Learning Experience	Indicator	Assessment Criteria	Assessment Weight (%)
Students are able to:								
1	Explain the concepts of industrial economics and the conditions for perfect competition.	Concepts of industrial economics and the conditions for perfect competition	Lecture and discussion	1x3x50''	Understand the concept of industrial economics and the requirements of a perfectly competitive market	<i>Accuracy and completeness of explanations in answering exam questions</i>	<ul style="list-style-type: none"> ● <i>Participatory Activities</i> ● <i>Cognitive/Knowledge:</i> <ul style="list-style-type: none"> ● <i>Midterm Exam</i> 	7
2	Explain the relationship between market structure, conduct, and performance.	The relationship between market structure, market conduct, and performance.	Lecture and discussion	1x3x50''	Understand the relationship between market structure, market conduct, and performance	<i>Accuracy and completeness of explanations in answering exam questions</i>	<ul style="list-style-type: none"> ● <i>Participatory Activities</i> ● <i>Project Results (PBL/PjBL/CBL/ IBL)</i> ● <i>Cognitive/Knowledge:</i> <ul style="list-style-type: none"> ○ <i>Assignment (If there are assignments such as article writing, portfolio, journaling, dispatch assessment, etc.)''</i> ○ <i>Midterm Exam</i> 	7
3	Calculate the degree of concentration and analyze its relationship with market structure.	Market Structure and Concentration Index: <ol style="list-style-type: none"> 1. Definition of market structure 2. Elements of market structure 3. Levels and concepts of partial competition 	Lecture and discussion	1x3x50''	Understand market structure and gain experience in calculating the concentration index	<i>Accuracy and completeness of explanations in answering exam questions</i>	<ul style="list-style-type: none"> ● <i>Participatory Activities</i> ● <i>Project Results (PBL/PjBL/CBL/ IBL)</i> ● <i>Cognitive/Knowledge:</i> <ul style="list-style-type: none"> ○ <i>Assignment (If there are assignments such as article writing, portfolio, journaling, dispatch assessment, etc.)''</i> ○ <i>Quiz</i> ○ <i>Midterm Exam</i> 	7

		4. Industry concentration index						
4	Explain real market structure and analyze case studies in Indonesia.	Real Market Structure: 1. Types of market structure 2. Determining the industry structure of various products/services available in Indonesia	Lecture and discussion	1x3x50"	Gain experience from case studies of various types of market structures	Accuracy and completeness of explanations in answering exam questions	<ul style="list-style-type: none"> ● <i>Participatory Activities</i> ● <i>Project Results (PBL/PjBL/CBL/ IBL)</i> ● <i>Cognitive/Knowledge:</i> <ul style="list-style-type: none"> ○ <i>Assignment (If there are assignments such as article writing, portfolio, journaling, dispatch assessment, etc.)</i>" ○ <i>Quiz</i> ○ <i>Midterm Exam</i> 	7
5	Identify economic and non-economic factors determining market structure.	Economic and Non-Economic Determinants of Market Structure: 1. Basic theories of economic and non-economic determinants of market structure 2. Sources of savings and wastage in the production process 3. Sources of cost wastage in multi-plant operations	Lecture and discussion	1x3x50"	Understand the determining factors of economies and diseconomies of market structure	<i>Accuracy and completeness of explanations in answering exam questions</i>	<ul style="list-style-type: none"> ● <i>Participatory Activities</i> ● <i>Project Results (PBL/PjBL/CBL/ IBL)</i> ● <i>Cognitive/Knowledge:</i> <ul style="list-style-type: none"> ○ <i>Assignment (If there are assignments such as article writing, portfolio, journaling, dispatch assessment, etc.)</i>" ○ <i>Quiz</i> ○ <i>Midterm Exam</i> 	7
6	Explain pricing strategies in oligopoly	Pricing Strategies in Oligopoly 1. Basic theory of interdependence	Lecture and discussion	1x3x50"	Understand and learn from pricing decisions in various industrial cases	<i>Accuracy and completeness of explanations in answering exam questions</i>	<ul style="list-style-type: none"> ● <i>Participatory Activities</i> ● <i>Project Results (PBL/PjBL/CBL/ IBL)</i> ● <i>Cognitive/Knowledge:</i> <ul style="list-style-type: none"> ○ <i>Assignment (If there are assignments such as</i> 	7

		<ol style="list-style-type: none"> 2. Implicit collusion and price leadership 3. Cost and demand conditions 4. Rules of thumb for pricing strategies 					<i>article writing, portfolio, journaling, dispatch assessment, etc.)”</i> <ul style="list-style-type: none"> ○ Quiz ○ Midterm Exam 	
7	Explain the types of cooperation between companies and collusion, as well as provide real examples	<ol style="list-style-type: none"> 1. Forms of cooperation between companies in the same industry 2. Unfair practices by member companies to gain more profits and the prevention of fraud 3. Conditions that can lead to increased cooperation among companies 4. Various forms of collusion in the real world. 	Lecture and discussion	1x3x50”	Understand and learn from cases of industrial cooperation	<i>Accuracy and completeness of explanations in answering exam questions</i>	<ul style="list-style-type: none"> ● Participatory Activities ● Project Results (PBL/PjBL/CBL/ IBL) ● Cognitive/Knowledge: <ul style="list-style-type: none"> ○ Assignment (If there are assignments such as article writing, portfolio, journaling, dispatch assessment, etc.)” ○ Quiz ○ Midterm Exam 	7
8	Exams to evaluate material mastery by students on the material of Meeting 1 up to Meeting 7	Material from Meeting 1 to Meeting 7	Completing written exam questions	2x60”	Understanding the material taught, both in theory and in its practical application in the real world.	<ul style="list-style-type: none"> ● Completeness and accuracy of explanations in answering exam questions 	<ul style="list-style-type: none"> ● Paper-based written exam to assess understanding of the material 	

9	Explain the reasons/conditions for price discrimination, the types of price discrimination, and their impact on company profits.	Price Discrimination: 1. Conditions/basic characteristics for the occurrence of price discrimination 2. Types of price discrimination 3. The effect of price discrimination on profits 4. Actions to eliminate other companies through price discrimination	Group presentation; case studies; team work mentoring	1x3x50"	Understand the concept of price discrimination, expand knowledge and experience in applying industrial economics analysis tools, draw lessons from other students' papers	group paper substance; presentation skills (group), individual activities	<ul style="list-style-type: none"> ● ...Participatory Activities ● Project Results (PBL/PjBL/CBL/ IBL) ● Cognitive/Knowledge: <ul style="list-style-type: none"> ○ Assignment (If there are assignments such as article writing, portfolio, journaling, dispatch assessment, etc.)" ○ Quiz ○ Final Exam 	7
10	Explain the definition of vertical integration, conglomeration, and mergers, the conditions for their occurrence, and their impact on companies.	Vertical Integration, Conglomeration, and Merger 1. Definition of vertical integration, conglomeration, and merger 2. Monopoly/monopsony power resulting from vertical integration, conglomeration, and merger 3. The effect of company size on the profits obtained	Group presentation; case studies; team work mentoring	1x3x50"	Expand knowledge and experience in applying industrial economics analysis tools, draw lessons from other students' papers	group paper substance; presentation skills (group), individual activities	<ul style="list-style-type: none"> ● Participatory Activities ● Project Results (PBL/PjBL/CBL/ IBL) ● Cognitive/Knowledge: <ul style="list-style-type: none"> ○ Assignment (If there are assignments such as article writing, portfolio, journaling, dispatch assessment, etc.)" ○ Quiz ○ Final Exam 	7

		4. Diversification and its shortcomings						
11	Explain the definition of product differentiation, the purpose of differentiation, and its impact on company revenue.	Product Differentiation and Company Strategy 1. Definition of product differentiation and the importance of creating new products 2. Various expenses for the sale of new products 3. The role of advertising	Group presentation; case studies; team work mentoring	1x3x50"	Expand knowledge and experience in applying industrial economics analysis tools, draw lessons from other students' papers	group paper substance; presentation skills (group), individual activities	<ul style="list-style-type: none"> ● <i>Participatory Activities</i> ● <i>Project Results (PBL/PjBL/CBL/ IBL)</i> ● <i>Cognitive/Knowledge:</i> <ul style="list-style-type: none"> ○ <i>Assignment (If there are assignments such as article writing, portfolio, journaling, dispatch assessment, etc.)</i>" ○ <i>Quiz</i> ○ <i>Final Exam</i> 	7
12	Explain the importance of regulations in business competition.	Business Competition Regulations 1. The basis of anti-monopoly law policies 2. Basic principles of anti-monopoly laws 3. Common types of violations 4. The development of anti-monopoly laws	Group presentation; case studies; team work mentoring	1x3x50"	Expand knowledge and experience in applying industrial economics analysis tools, draw lessons from other students' papers	group paper substance; presentation skills (group), individual activities	<ul style="list-style-type: none"> ● <i>Participatory Activities</i> ● <i>Project Results (PBL/PjBL/CBL/ IBL)</i> ● <i>Cognitive/Knowledge:</i> <ul style="list-style-type: none"> ○ <i>Assignment (If there are assignments such as article writing, portfolio, journaling, dispatch assessment, etc.)</i>" ○ <i>Quiz</i> ○ <i>Final Exam</i> 	7
13	Explain the influence of market power on prices and efficiency.	The Effect of Market Power on Prices and Efficiency 1. The effect of market power	Group presentation; case studies; team work mentoring	1x3x50"	Expand knowledge and experience in applying industrial economics	group paper substance; presentation skills (group), individual activities	<ul style="list-style-type: none"> ● <i>Participatory Activities</i> ● <i>Project Results (PBL/PjBL/CBL/ IBL)</i> ● <i>Cognitive/Knowledge:</i> <ul style="list-style-type: none"> ○ <i>Assignment (If there are assignments such as</i> 	7

		<p>on the company's financials</p> <p>2. The effect of market power on the company's efficiency</p> <p>3. The effect of market power in maintaining company dominance</p>			analysis tools, draw lessons from other students' papers		<p><i>article writing, portfolio, journaling, dispatch assessment, etc.)”</i></p> <ul style="list-style-type: none"> ○ <i>Quiz</i> ○ <i>Final Exam</i> 	
14	Explain the relationship between growth and sustainability.	<p>Growth and Viability</p> <p>1. Concepts of growth and viability</p> <p>2. The relationship between growth and viability</p> <p>3. The effects of monopoly related to growth</p> <p>4. Other factors driving growth</p>	Group presentation; case studies; team work mentoring	1x3x50”	Expand knowledge and experience in applying industrial economics analysis tools, draw lessons from other students' papers	group paper substance; presentation skills (group), individual activities	<ul style="list-style-type: none"> ● <i>Participatory Activities</i> ● <i>Project Results (PBL/PjBL/CBL/ IBL)</i> ● <i>Cognitive/Knowledge:</i> <ul style="list-style-type: none"> ○ <i>Assignment (If there are assignments such as article writing, portfolio, journaling, dispatch assessment, etc.)”</i> ○ <i>Quiz</i> ○ <i>Final Exam</i> 	7
15	Explain the concept of e-commerce, examples of products/services, the impact of e-commerce on conventional products, and the role of the digital economy in the manufacturing process.	<p>1. E-commerce concepts</p> <p>2. Examples of internet-based products (services) and their development</p> <p>3. The impact of e-commerce on conventional products</p>	Group presentation; case studies; team work mentoring	1x3x50”	Expand knowledge and experience in applying industrial economics analysis tools, draw lessons from other students' papers	group paper substance; presentation skills (group), individual activities	<ul style="list-style-type: none"> ● <i>Project Results</i> ● <i>Final Exam</i> 	9

		4. The role of the digital economy in the manufacturing process						
16	Students are capable of completing written exam questions to evaluate their mastery of the material from Meeting 9 through Meeting 15	Material from Meeting 9 to Meeting 15	Completing written exam questions	2x60"	Understanding the material taught, both in theory and in its practical application in the real world.	<ul style="list-style-type: none"> • Completeness and accuracy of explanations in answering exam questions 	<ul style="list-style-type: none"> • Paper-based written exam to assess understanding of the material 	

Table 2. Assessment Components

No	Assessment Component	Weight (%)	Description
1.	Participatory Activities	5	Student activities in presentations and Q&A
2.	Project Results (group paper and presentation, video)	55	Group paper, presentation, and video creation Topics related to current issues relevant to the learning of industrial economics concepts and applications.
3.	Cognitive/Knowledge		
	<ul style="list-style-type: none"> • Assignment 	-	
	<ul style="list-style-type: none"> • Quiz 	-	
	<ul style="list-style-type: none"> • Midterm Exam 	20	
	<ul style="list-style-type: none"> • Final Exam 	20	
	Total Weight (%)	100	