

● COURSE TITLE: **INDUSTRIAL ECONOMICS (312211)**

❖ COURSE TEACHER: **M. Mehedi Hasan (T-12) & Mst. Sheule Khatun (T-13)**

Chapter No & Chapter Title	Number of Class with Class Title	Learning Outcomes At the end of the class the students would be able to
1. Comparative Method of Studying Industrial Economic Organization (T-13)	1. Introduction to the Comparative Method	<ol style="list-style-type: none"> 1. Define the comparative method of studying industrial economic organization and its relevance in economic analysis. 2. Identify key characteristics and examples of different industrial economic organizations used in the comparative method. 3. Explain how the comparative method helps in understanding the variations in industrial structures and their impact on economic performance. 4. Compare the different industrial economic organizations (such as centralized vs. decentralized structures) and discuss their advantages and disadvantages.
	2. Comparative Analysis of Market Structures	<ol style="list-style-type: none"> 1. Describe different market structures (e.g., perfect competition, monopoly, oligopoly) using the comparative method. 2. List the factors considered in a comparative study of industrial economic organizations, such as market power, pricing strategies, and competition. 3. Analyze how the comparative method can be used to evaluate the economic efficiency of different market structures. 4. Assess the impact of market structure variations on industrial organization and its implications for consumer welfare and firm behavior
	3. Applications and Implications of the Comparative Method	<ol style="list-style-type: none"> 1. Summarize how the comparative method is applied in real-world case studies of industrial organizations. 2. Identify the key variables that influence industrial organization in different countries or regions, using the comparative method. 3. Evaluate the effectiveness of the comparative method in formulating economic policies for industrial development. 4. Critically assess the limitations and challenges of using the comparative method to study industrial economic organizations, providing relevant examples.
2. The Size and Growth of Firms (T-12)	4. Determinants of Vertical Integration	<ol style="list-style-type: none"> 1. Identify what vertical integration is and why firms pursue it. 2. Measure the key factors that determine a firm's decision to integrate vertically.
	5. Vertical Integration and Entry Barriers	<ol style="list-style-type: none"> 1. Analyze how vertical integration can create or strengthen entry barriers in an industry.
	6. Measurement of Vertical Integration	<ol style="list-style-type: none"> 1. Determine how to measure the extent of vertical integration within firms.
	7. Motives for Diversification	<ol style="list-style-type: none"> 1. Explain why firms diversify beyond their core businesses.
	8. Diversification and Competition – Measures of Diversification	<ol style="list-style-type: none"> 1. Examine how diversification impacts competition in markets. 2. Measure the diversification effectively.

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3. Market Structures (T-13)	9. Business Concentration in the Economy	<ol style="list-style-type: none"> 1. Identify key characteristics of business concentration in the economy, including monopolies, oligopolies, and market dominance. 2. Explain the causes and effects of business concentration on market competition, consumer choices, and economic growth. 3. Analyze the impact of business concentration on small businesses, innovation, and income inequality in different industries. 4. Evaluate the effectiveness of government policies and regulations in addressing business concentration and promoting fair competition.
	10. Individual Market- 11. Measurement of Concentration	<ol style="list-style-type: none"> 1. Define key concepts related to market concentration, such as market share, concentration ratio (CR), and the Herfindahl-Hirschman Index (HHI). 2. Describe methods used to measure market concentration and their significance in assessing competition within an industry.) 3. Compare different market concentration measures (e.g., CR and HHI) and assess their advantages and limitations in evaluating market power. 4. Interpret market concentration data to determine its potential impact on competition, pricing, and consumer welfare.
	12. Localization of Industry	<ol style="list-style-type: none"> 1. Define the concept of localization of industry and identify key factors that contribute to its development. 2. Explain the benefits and challenges of industry localization for businesses, workers, and the local economy. 3. Analyze the economic, social, and environmental impacts of industry localization in different regions. 4. Evaluate government policies and strategies that promote or regulate industry localization, considering their effectiveness in fostering sustainable growth.
	13. Choice of Size Variable & Determinants of Concentration	<ol style="list-style-type: none"> 1. Define key size variables (e.g., sales, assets, employment) used to measure market concentration. 2. Describe the factors that influence the choice of size variables when assessing market concentration. 3. Analyze the impact of different size variables on the measurement and interpretation of market concentration. 4. Evaluate the appropriateness of various size variables in different industries and their implications for competition policy.
4. Barriers to Entry (T-12)	14. Introduction to the Theory of Entry in Oligopoly	<ol style="list-style-type: none"> 1. Estimate the basics of market entry and its significance in oligopolistic markets. 2. Explore how entry affects competition, pricing, and firm behavior.
	15. Strategic Entry Deterrence in Oligopolistic Markets	<ol style="list-style-type: none"> 1. Analyze strategies incumbents use to deter new entrants. 2. Apply game theory to model entry and deterrence behavior.
	16. Measuring Entry Barriers – Concepts and Qualitative Analysis	<ol style="list-style-type: none"> 1. Identify what constitutes an entry barrier and how to identify them. 2. Explore qualitative frameworks for analyzing entry barriers.

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	17. Quantitative Measurement of Entry Barriers and Contemporary Issues	<ol style="list-style-type: none"> 1. Apply quantitative methods to measure entry barriers in different industries. 2. Analyze contemporary issues related to entry in dynamic markets.
5. Market Structures and Performance (T-13)	18. Industrialization	<ol style="list-style-type: none"> 1. Define industrialization and identify its key characteristics and stages. 2. Describe the social, economic, and environmental effects of industrialization in different regions. 3. Analyze the factors that drive industrialization and compare its impact across developed and developing economies. 4. Evaluate different industrial policies and strategies used by governments to promote sustainable industrial growth.
	19. Industrial Structure of Bangladesh	<ol style="list-style-type: none"> 1. Identify the major industries that contribute to Bangladesh's economy, such as manufacturing, large scale industry, small cottage industry. 2. Describe the historical development and current trends in the industrial structure of Bangladesh. 3. Analyze the role of government policies, foreign investment, and labor market conditions in shaping Bangladesh's industrial sector. 4. Evaluate the challenges and opportunities for sustainable industrial growth in Bangladesh, considering factors like globalization, environmental concerns, and technological advancements.
	20. Industrial Sickness in Bangladesh	<ol style="list-style-type: none"> 1. Define industrial sickness and identify its key causes in the context of Bangladesh. 2. Describe the economic and social consequences of industrial sickness on employment, investment, and GDP in Bangladesh. 3. Analyze the factors contributing to industrial sickness in Bangladesh, such as financial mismanagement, lack of infrastructure, and policy inefficiencies. 4. Evaluate potential strategies and government interventions to prevent and address industrial sickness in Bangladesh.
	21. Technological Innovation in the Industry of Bangladesh	<ol style="list-style-type: none"> 1. Identify key technological innovations adopted in major industries of Bangladesh, such as textiles, agriculture, and manufacturing. 2. Describe the role of technology in improving productivity, efficiency, and competitiveness in Bangladeshi industries. 3. Analyze the challenges and opportunities of technological innovation in Bangladesh's industrial sector, considering factors like infrastructure, investment, and workforce skills. 4. Evaluate the effectiveness of government policies, private sector initiatives, and foreign collaborations in promoting technological advancement in Bangladesh's industries.
6. Pricing Policies of Industrial Products (T-12)	22. Demand Elasticity – Concepts and Applications	<ol style="list-style-type: none"> 1. Comprehend the concept of demand elasticity and its types. 2. Explore the practical applications of demand elasticity in business decision-making.
	23. Business Forecasting – Techniques and Applications	<ol style="list-style-type: none"> 1. Measure the importance of business forecasting in industrial economics. 2. Learn various quantitative and qualitative forecasting techniques.

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	24. Futures Trading and Price Stabilization Mechanisms	<ol style="list-style-type: none"> 1. Analyze the role of futures trading in managing price risks. 2. Explore price stabilization strategies in volatile markets.
	25. Integration of Demand Elasticity, Forecasting, and Price Stabilization in Business Strategy	<ol style="list-style-type: none"> 3. Synthesize concepts from demand elasticity, forecasting, and price stabilization for strategic decision-making. 4. Analyze contemporary issues related to price volatility and demand management.
7. Marketing for industrial products (T-13)	26. Marketing for Industrial Products	<ol style="list-style-type: none"> 1. Define key concepts in industrial product marketing, including B2B marketing, supply chain management, and value proposition. 2. Describe the differences between industrial product marketing and consumer product marketing in terms of target audience, buying behavior, and sales process. 3. Analyze the factors influencing industrial product marketing strategies, such as market segmentation, competitive positioning, and technological advancements. 4. Evaluate the effectiveness of different marketing techniques, such as digital marketing, trade shows, and relationship marketing, in promoting industrial products.
	27. Import Substitution and Export-Led Industrialization Policy	<ol style="list-style-type: none"> 1. Define import substitution and export-led industrialization, and identify their main objectives in economic development. 2. Describe the historical context and rationale behind adopting import substitution and export-led industrialization policies in various countries. 3. Analyze the advantages and disadvantages of import substitution and export-led industrialization policies on economic growth, employment, and trade balance. 4. Evaluate the effectiveness of these policies in fostering sustainable industrial development, considering case studies from different regions or countries.
	28. Privatization Policy in Bangladesh	<ol style="list-style-type: none"> 1. Define privatization and identify its key objectives in the context of Bangladesh's economic policies. 2. Describe the historical background and major sectors affected by privatization in Bangladesh. 3. Analyze the impact of privatization on Bangladesh's economy, including its effects on efficiency, employment, and public services. 4. Evaluate the successes and challenges of privatization policies in Bangladesh, considering factors like governance, corruption, and market competition.
	29. Direct Foreign Investment (FDI)	<ol style="list-style-type: none"> 1. Define direct foreign investment (FDI) and distinguish it from other forms of international investment. 2. Describe the key factors that attract FDI to a country, such as economic stability, infrastructure, and government policies. 3. Analyze the impact of FDI on a host country's economy, considering aspects like employment, technology transfer, and market competition. 4. Evaluate the effectiveness of different government policies and incentives in attracting and regulating FDI for sustainable economic growth.

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8. Government Role in Industrialization (T-12)	30. Public and Private Sector Industries – Concepts and Comparative Analysis	<ol style="list-style-type: none"> 1. Realize the definitions, structures, and key characteristics of public and private sector industries. 2. Compare the roles, advantages, and limitations of both sectors in economic development.
	31. Role of Public Sector in industrialization	<ol style="list-style-type: none"> 1. Examine the significance of public sector industries in fostering economic development.
	32. Role of Private Sector in industrialization	<ol style="list-style-type: none"> 1. Analyze the dynamic role of private sector industries in economic growth and industrial development.
	33. Role of Government in industrialization	<ol style="list-style-type: none"> 1. Explore how government policies influence industrial growth and the balance between public and private sectors.
9. Industrial Finance (T-13)	34. Types of Industrial Finance	<ol style="list-style-type: none"> 1. Identify and categorize the different types of industrial finance available to businesses, such as equity finance, debt finance, and internal sources. 2. Describe the key features of short-term and long-term industrial financing options, explaining their uses and differences 3. Analyze the advantages and disadvantages of using different types of industrial finance for a company, considering factors like risk, cost, and business goals. 4. Evaluate the impact of choosing one type of industrial finance over another on a company's financial stability and growth, supporting your argument with real-world examples.
	35. Financial Organization	<ol style="list-style-type: none"> 1. Define the concept of financial organization and its key components, such as financial institutions, management, and resources. 2. List and describe the primary functions of a financial organization, such as managing capital, financial planning, and risk management. 3. Analyze the role of financial organizations in the economy, evaluating how they contribute to business development and economic growth. 4. Critically assess the effectiveness of different financial organizational structures in meeting the needs of both small and large enterprises, providing examples from various industries.
	36. Financing of Industries	<ol style="list-style-type: none"> 1. Identify the various sources of financing available for industries, such as bank loans, equity funding, and government grants. 2. Describe the process of industrial financing, including the steps involved in obtaining financial support for industrial ventures. 3. Evaluate the advantages and disadvantages of different financing options for industries, considering factors like cost, risk, and business growth. 4. Analyze the impact of financing choices on the long-term sustainability and competitive position of industries in the global market.
10. Problems of Major Industries in Bangladesh (T-12)	37. Overview of Major Industries in Bangladesh and Their Challenges	<ol style="list-style-type: none"> 1. Measure the key industries in Bangladesh and identify the broad challenges they face.
	38. Policy Responses and Solutions to Industrial Problems	<ol style="list-style-type: none"> 1. Explain government policies, reforms, and strategic solutions to industrial challenges in Bangladesh.