ECO 6936: International Competition Policy
Syllabus (Spring 2015)

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Required Text:
1. Antitrust Economics by Roger D. Blair and David L. Kaserman (BK)
2. The Antitrust Revolution by John E. Kwonka Jr. and Lawrence J. White (KW)
3. Blair and Knight Course Pack

COURSE DESCRIPTION
The purpose of the course is to introduce the P2MBA student to competition policy (or antitrust policy) in a global context. Over 90 countries have competition policies. The focus here will be on North America (Canada and the U.S.), Europe (the EU), and Asia (China, Japan, and South Korea). Students will learn which business practices are apt to get their company in trouble in domestic and international markets. The economic rationale for prohibiting such practices will be explained to enhance understanding of the policies that they will encounter. Strategies for avoiding antitrust violations will be discussed and evaluated. In order to get a good appreciation for international antitrust law and the economic analysis that drives it, we will read some case excerpts as well as some economic analyses of market structure and business practices. The specific assignments are contained in the course outline provided below.

COURSE REQUIREMENTS
• You are expected to attend and participate regularly in this course. While we will not take attendance, we observe attendance patterns. Irregular attendance and/or weak in-class participation often correlate negatively with course performance.
• There are four team projects that are required for successful completion of this course.
• There is a cumulative Final Exam that is required for successful completion of this course. This exam is closed-book and to be taken individually. As the course progresses, we will explain the structure and composition of the exam.
TEAM PROJECT GUIDELINES AND DUE DATES
Each team project involves writing a memorandum to your superior on a specific antitrust issue. You should assume that your superior knows little, if anything, about economics or competition policy, but is generally intelligent and a quick study. Further instructions can be found at the end of this syllabus. The grades on these projects will depend on the quality of the analysis presented. There will be no payoff for length. In fact, the inclusion of largely irrelevant material will result in a grade reduction. Logic, clarity, and economic analysis are the important determinants of the grades.

All Team Projects should be submitted to the Teaching Assistant at wangwc121@ufl.edu by the posted due date and time. Late submissions will not be accepted. Additionally, submissions must adhere to the following guidelines:

1) All submissions should be typed (including math equations) and sent in a .doc or .docx file.
2) Your name should appear at the top of each page.
3) All graphs should be legible and accurate. Approximations are rarely sufficient for receiving credit.

The four team projects are due the Monday before class by 5pm, on January 26th, February 23rd, March 23rd, and April 20th. Again, late submission will not be accepted.

GRADING POLICY
Grades are calculated as follows:

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<th>Team Project 1</th>
<th>20%</th>
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<td>Team Project 2</td>
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<td>Team Project 4</td>
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<td>Final Exam</td>
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We will use this calculation to determine each student’s within class standing and assign final grades based on that information.

ACADEMIC HONESTY
You are expected to abide by the University’s rules for academic honesty. These are available for your review at http://www.dso.ufl.edu/judicial/academic.php.

We take these rules very seriously and are committed to upholding the policies and integrity of the University of Florida and the UF MBA program. Cheating, plagiarism, or any other behavior that violates these rules will be prosecuted to the fullest extent.
**COURSE OUTLINE (AND ASSIGNMENT SCHEDULE)**

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<th>Topic</th>
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<tr>
<td>1</td>
<td>January 4</td>
<td>Syllabus and The Case for Competition</td>
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<td><em>Chapters 2-5 (BK) and Introduction (KW)</em></td>
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<td>January 31</td>
<td>Monopoly Power</td>
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<td><em>Chapters 6&amp;7 (BK) and Case 9 (KW)</em></td>
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<td>Exclusionary Practices</td>
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<td><em>Chapter 8 (BK) and Case 10 (KW)</em></td>
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<td>February 28</td>
<td>Price Fixing</td>
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<td><em>Chapter 9 (BK) and Case 11 (KW)</em></td>
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<td>March 1</td>
<td>Oligopoly and Non-price Collusion</td>
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<td>March 28</td>
<td>Horizontal Mergers</td>
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<td><em>Chapter 12 (BK) and Cases 1,2,4 &amp;6 (KW)</em></td>
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<td>7</td>
<td>March 29</td>
<td>Vertical Restraints</td>
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<td><em>Chapter 14-20 (BK) and Cases 13&amp;15 (KW)</em></td>
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**TEAM PROJECT 1 due January 26th (5pm)**

**TEAM PROJECT 2 due February 23rd (5pm)**

**TEAM PROJECT 3 due March 23rd (5pm)**

**TEAM PROJECT 4 due April 20th (5pm)**

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**MEMORANDUM 1 – Due Monday, January 26, 5:00pm**

*Aspen Skiing v. Aspen Highland Skiing*

Make sure you read Chapter 6 in Blair and Kaserman for a foundation.

Your memo on *Aspen* should address in essay form, the following questions:

1. Who is the plaintiff?
2. Who is the defendant?
3. What are the relevant markets? What is the evidence of market power?
4. What is the alleged antitrust violation?
5. What was the court’s conclusion? What was the basis for its conclusion? Do you agree with the court’s conclusion? Why or why not?

MEMORANDUM 2 – Due Monday, February 23, 5:00pm
Brooke Group v. Brown & Williamson Tobacco Corporation

Make sure you have reach Chapters 6, 7, and 8 in Blair and Kaserman for a foundation.

Your memo should answer the following questions in essay form:
1. Who is the plaintiff?
2. Who is the defendant?
3. What are the relevant markets? What is the evidence of market power?
4. What is the alleged antitrust violation?
5. What was the court’s conclusion? What was the basis for its conclusion? Do you agree with the court’s conclusion? Why or why not?

MEMORANDUM 3 – Due Monday, March 23, 5:00pm
American Needle v. National Football League

You should be sure to read Chapter 9 in Blair and Kaserman for a foundation.

Your memo should answer the following questions in essay form:
1. Who are the plaintiffs?
2. Who are the defendants?
3. What is the nature of the alleged antitrust allegation?
4. Does the allegation make economic sense? What was the alleged benefit to the defendants?

MEMORANDUM 4 – Due Monday, April 20, 5:00pm

Make sure that you read Chapter 17 in Blair and Kaserman for a foundation. After this chapter was written, Leegin overruled the earlier Dr. Miles decision.

Your memo should answer the following questions in essay form:
1. Who are the plaintiffs?
2. Who is the defendant?
3. What is the alleged antitrust violation?
4. What was the court’s conclusion? What was the basis for its conclusion? Do you agree with the court’s conclusion? Why or why not?
5. What was the court’s reasoning in its Leegin decision?
6. Is RPM per se legal?