

## **International Managerial Economics**

### **Assessed Project 2005-6:**

Counts for 30% of assessment total

Choose a UK industry in agreement with the module leader and write a report in the following format:

**Section 1:** Consider the structure of your chosen industry. Find sources of data on the industry using internet and library searches. Look for time series data and historical commentaries on the nature of the industry. Consider the nature of the international market/industry and the implications for the national industry.

**Section 2:** Consider the conduct and performance of your chosen industry. Consider the available theoretical models that are best suited to the nature of the industry and see how well they can explain its main features and performance.

**Section 3:** Compare the nature and performance of a few of the major companies in the industry. How similar or different are they? What do they tell you about the industry.

**Section 4:** Briefly conclude and consider what the major challenges and prospects for the managers in the firms in the industry are?

**Note:** You should write this up in the form of report on the industry using diagrams and tables where necessary. The report must have four sections as detailed above. Reference properly and provide all sources including internet web page references.

Word limit 3000 words

Deadline for submission: 6th April 2006.