



課 綱 Course Outline  
經濟學系碩士班

中文課程名稱 Course Name in Chinese	產業經濟（一）				
英文課程名稱 Course Name in English	Analysis in Industrial Economics (I)				
科目代碼 Course Code	IIE_55200	班 別 Degree	碩士班 Master' s		
修別 Type	選修 Elective	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite	none				
課程目標 Course Objectives					
為國際經濟之核心課題之一，係本所選修課程之一。					
系教育目標 Dept.' s Education Objectives					
1	培育具學術深造潛力及實務發展能力的優秀經濟人才。 Educate postgraduate students with professional knowledge and empirical skills for further academic research.				
系專業能力 Basic Learning Outcomes				課程目標與系專業能力相關性 Correlation between Course Objectives and Dept.' s Education Objectives	
A	數理分析能力：通曉經濟學的理论技巧，應用數學與賽局解決經濟議題的能力。 Mathematical analysis skills: Mastering in application of mathematical theories and game theory in analyzing economic issues.			●	
B	實證經濟分析能力：通曉經濟學的實證技巧，善用資訊科技進行資訊蒐集、資料統計與計量分析。 Empirical analysis skills: Mastering in application of statistics and econometrics in data collection and examination			●	
C	微觀經濟之闡釋能力：通曉個體經濟學相關的理论與應用。 Microeconomic perspective: Thorough understanding of microeconomic theories and relevant application			●	
D	宏觀經濟之闡釋能力：通曉總體經濟學相關的理论與應用 Macroeconomic perspective: Thorough understanding of macroeconomic theories and relevant application			○	

E	樂活能力：具備適應現代社會的學養以及就業能力。 Employment opportunities: Capabilities of working on important policy and decision challenges in business and government	○
F	溝通表達能力：思路清晰，有能力與人溝通並撰寫專業研究報告 Communication skills: Having a clear mind and capability in writing a professional academic report	○

圖示說明Illustration：● 高度相關 Highly correlated ○ 中度相關 Moderately correlated

課程大綱  
Course Outline

I、Main Focus: Market Structure

- (1) Competition and Monopoly
- (2) Merger Activity and Entry Barriers
- (3) Dominant Firm V.S. Competitive Fringe
- (4) Cartels: Oligopoly Joint Decision Making
- (5) Non Cooperative Oligopoly .
- (6) Product Differentiation & Monopolistic Competition
- (7) Industry Structure and Performance Business Practices
- (8) Strategic Behavior
- (9) Price Discrimination & Nonlinear Pricing
- (10) Vertical Integration & Vertical Restrictions
- (11) Innovation & Advertising. Dynamics Models & Mkt. Cheering
- (12) Recession Making over Time: Durability
- (13) Patent & Technological Change Govt Policies
- (14) Antitrust Laws & Policy. 15. Regulation

資源需求評估 (師資專長之聘任、儀器設備的配合 . . . 等)  
Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)

課程要求和教學方式之建議  
Course Requirements and Suggested Teaching Methods

本課程以講授方式進行，輔以課堂討論

其他  
Miscellaneous