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②图玄束華大學

教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	產業經濟(一)			學年/學期 Academic Year/Semester		101/1		
課程名稱(英文) Course Name in English	Analysis in Industrial Economics (I)							
科目代碼 Course Code	IIE_55200	系級 Department & Year	碩士	開課單位 Course-Offering Department	經濟學系			
修別 Type	選修 Elective	學分數/時間 Credit(s)/Hour(s)		3.0/3.0				
授課教師 Instructor	/李娓瑋							
先修課程 Prerequisite	/							

課程描述 Course Description

The course is organized into one 3-hour lecture per week. Of this, 2 hours are devoted to formal lectures and half hour to student discussion, if possible.

In addition, it is essential for each student to present one of the required articles (which will be assigned in class) and turn in the relating summary and comments. Required readings will be covered on the exam.

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。

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

授課進度表 Teaching Schedule & Content

週次Week	內容 Subject/Topics	備註Remarks
1	Noncooperative Game Theory I	
2	Noncooperative Game Theory II	
3	Price Discrimination	
4	Durable Goods I	
5	Durable Goods II	
6	Price Dispersion	
7	Bundling and Tying I	
8	Bundling and Tying II	
9	期中考試週 Midterm Exam	11/15/2012
10	Strategic Interaction Cournot	
11	Strategic Interaction Bertrand	
12	Market Structure and Performance	
13	Product Selection horizontal differentiation	
14	Product Selection vertical differentiation I	

15	Product Selecti	Product Selection vertical differentiation II									
16	Innovation	Innovation									
17	Advertisement										
18	期末考試週 Fina	l Exa							01/17/	01/17/2013	
		教:	學策	略 Tea	aching S	Strategi	ies				
✓ 課堂講授 Lecture ✓ 分組討論Group Discussion 參觀實習 Field Trip											
其他Miscellaneous:											
學期成績計算及多元評量方式 Grading & Assessments											
配分項目 配分比例 多元評量方式 Assessm								ssessme	nts		
Items		Percentage	測驗 會考	實作 觀察	口頭 發表	專題 研究	創作 展演	卷宗 評量	證照 檢定	其他	
平時成績 General Performance		10%								class participation	
期中考成績 Midterm Exam		35%	~								
期末考成績	Final Exam	35%	✓								
作業成績 l Assignmen	Homework and/or ts	20%			~						
其他 Misco	ellaneous)										
		Grading & A		F量方式を Parta Cun			ruction	6			
		or auring & A	325351110	ants Sup	prement	ai ilist	Tuc t Toll	.5			
	Textbook & Oth	教科書與參考 per References							ks etc)	
	1996, Industrial : The MIT Press		3 (1101	o, 11a oi	, ras	,	ngenree,			.,	
SUGGESTED 1. Carlton Company	READING n and Perloff, 20	00, Modern In	dustria	ıl Organ	ization	, 3rd E	dition,	Addiso	n-Wesle	y Publishing	
2. Tirole, Cambridg 3. Schere	Jean, 1995, The ge: The MIT Press r and Ross, 1990, tion, Boston: Hou	Industrial M	arket S				Perfor	mance,			
oru cul		課程教材網	址(教師								
Teaching Aids & Teacher's Website (Personal website can be listed here.)											
其他補充說明(Supplemental instructions)											
This syllabus is subject to modification as the semester progresses											
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