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②國玄東華大學

教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	產業經濟學			學年/學期 Academic Year/Ser	學年/學期 Academic Year/Semester		
課程名稱(英文) Course Name in English	Industrial Organization						
科目代碼 Course Code	EC30700	系級 Department 學三 & Year		開課單位 Course-Offering Department	經濟學系		
修別 Type	學程 Program	學分數/時 Credit(s)/Hou		3	3.0/3.0		
授課教師 Instructor	/李娓瑋						
先修課程 Prerequisite	/#個體經濟學(下)/*個體經濟學(下)						
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.

課程目標 Course Objectives

課程主要目的在讓同學們有系統地了解各類型的產業組織結構、競爭方式,並將在個體 經濟中所學有關廠商理論與產業結構結合,以期能靈活運用於實務分析中

	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:應用數學與賽局理論分析與解決經濟議題的能力。Mathematical analysis skills: application of mathematical theories and game theory to analyze economic issues	•
В	實證經濟分析能力:善用資訊科技進行資訊蒐集、資料統計與計量分析。Empirical analysis skills: application of statistics and econometrics in data collection and examination	
С	微觀經濟之闡釋能力:通曉個體經濟學相關的理論與應用。Microeconomic perspective: understanding of microeconomic theories and relevant applicatio	•
D	宏觀經濟之闡釋能力:通曉總體經濟學相關的理論與應用。Macroeconomic perspective: understanding of macroeconomic theories and relevant application	0
Е	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	0

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	What is Industrial Organization?	
2	Measuring Market Structure	
3	Scale and Scope Economies for the Single-Product Firms	
4	Scale and Scope Economies for the multiple-Product Firms	
5	Noncost Determinants of Industry Structure	

6	Third-Degree Price discrimination									
7	Second-Degree Price Discrimination									
8	First-Degree Price Discrimination									
9	期中考試週 Midt	期中考試週 Midterm Exa								
10	Multiple-product monopoly									
11	Spatial Model and Horizontal Differentiation I									
12	Spatial Model and Horizontal Differentiation II									
13	Horizontal Differentiation with Price Discrimination									
14	Vertical Product Differentiation I									
15	Vertical Product Differentiation II									
16	Bundling and tie-in sales									
17	Strategic Behavior in Oligopoly									
18	18 期末考試週 Final Exam									
教學策略 Teaching Strategies										
✓ 課堂講授 Lecture										
學期成績計算及多元評量方式 Grading & Assessments										
	Z分項目 Items	配分比例 Percentage	測驗會考	實作觀察	口頭 發表	多元評量 專題 研究	量方式 A 創作 展演	SSESSME 卷宗 評量	nts 證照 檢定	其他
平時成績 Ge Performance		10%								class participation
期中考成績 Midterm Exam		30%	>							
期末考成績 Final Exam		30%	>							
作業成績 Homework and/or Assignments		30%	~							group quizzes
其他 Miscellaneous										
評量方式補充說明 Grading & Assessments Supplemental instructions										

教科書與參考書目(書名、作者、書局、代理商、說明)

Textbook & Other References (Title, Author, Publisher, Agents, Remarks, etc.)

Textbook

Pepall, Richards, and Norman, 2008,

Industrial Organization: Contemporary Theory and Practice, 4th Edition

South-Western College Publishing

Suggested Reading

- 1. Carlton and Perloff, 1994, Modern Industrial Organization, 2nd Edition, Harper Collins College Publishers
- 2. Scherer and Ross, 1990, Industrial Market Structure and Economic Performance, 3rd edition, Boston: Houghton Mifflin

課程教材網址(教師個人網址請列在本校內之網址)

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.