



## 教學計劃表 Syllabus

|  |  |                             |                                 |   |
|--|--|-----------------------------|---------------------------------|---|
| 課程名稱(中文)<br>Course Name in Chinese   | 產業經濟(一)  |                             | 學年/學期<br>Academic Year/Semester | 103/1   |
| 課程名稱(英文)<br>Course Name in English   | Analysis in Industrial Economics (I)   |                             |                                 |   |
| 科目代碼<br>Course Code  | EC_71900   | 系級<br>Department & Year     | 博士                              | 開課單位<br>Course-Offering Department  |
| 修別<br>Type   | 選修 Elective  | 學分數/時間<br>Credit(s)/Hour(s) | 3.0/3.0                         |   |
| 授課教師<br>Instructor   | /李妮璋   |                             |                                 |   |
| 先修課程<br>Prerequisite   |  |                             |                                 |   |
| 課程描述 Course Description  |  |                             |                                 |   |
| <p>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.</p> <p>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</p> |  |                             |                                 |   |
| 課程目標 Course Objectives   |  |                             |                                 |   |
| 為本系博士班之核心課題之一，研究市場結構，係本系博士班選修課程之一。   |  |                             |                                 |   |
| 系專業能力<br>Basic Learning Outcomes   |  |                             |                                 | 課程目標與系專業能力相關性<br>Correlation between Course Objectives and Dept.'s Education Objectives |
| A  | 數理分析能力：通曉經濟學的理論技巧，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論與應用。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論與應用。Macroeconomic perspective: Thorough understanding of macroeconomic theories and relevant applicatio                                    |                             |                                 | ○   |
| 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 profound ability in presenting professional academic research                         |                             |                                 | ○   |
| 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                               |  |
| 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 Selection -- vertical differentiation II |  |
| 16 | Innovation                                       |  |
| 17 | Advertisement                                    |  |
| 18 | 期末考試週 Final Exam                                 |  |

教 學 策 略 Teaching Strategies

- 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<br>Items                    | 配分比例<br>Percentage | 多元評量方式 Assessments |          |          |          |          |          |          |                     |
|----------------------------------|--------------------|--------------------|----------|----------|----------|----------|----------|----------|---------------------|
|                                  |                    | 測驗<br>會考           | 實作<br>觀察 | 口頭<br>發表 | 專題<br>研究 | 創作<br>展演 | 卷宗<br>評量 | 證照<br>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 Homework and/or Assignments | 20%                |                    |          | ✓        |          |          |          |          | paper presentation  |
| 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

Shy, Oz, 1996, Industrial Organization  
Cambridge: The MIT Press

SUGGESTED READING

1. Carlton and Perloff, 2000, Modern Industrial Organization, 3rd Edition, Addison-Wesley Publishing Company
2. Tirole, Jean, 1995, The Theory of Industrial Organization, Cambridge: The MIT Press
3. 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.