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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	跨國產業分析			學年/學期 Academic Year/Semester		103/2	
課程名稱(英文) Course Name in English	International Industrial Economics						
科目代碼 Course Code	EC33900	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		3.0/3.0			
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 designed for students to learn the essentials of strategic interactions among firms domestically and internationally as well. In addition to stimulate rigorous thinking about the implication of firms' behavior, understanding how to construct an empirically-testable model is an important goal of the course.

Students wil learn how to employ basic game theories to analyze oligopoly models. The regarding issues may cover the decisions on predatory conduct, collusion, mergers, advertisements, and research and development.

This syllabus is subject to modification as the semester progresses.

課程目標 Course Objectives

This course will sharp students' ability to conduct and evaluate economic analyses of issues relating to industrial economics in world economy. We'll look carefully at relationships between firms and the marketplace, asking why some functions are handled within the control structure of firms while others are left to market transactions. We'll look at those market transactions with care, noticing that many of them turn out to be something quite different from arm's length transactions in a spot market

	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	
11	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
国テ	台田Illustration : ▲ 享度相關 Highly correlated ○中度相關 Moderately of	orrolated

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	Introduction									
2	Cournot Duopoly Model									
3	Bertrand Duopoly Mode									
4	Dynamic games o	of credible th	reats							
5	Predatory pricing v.s. limit pricing I									
6	Predatory pricing v.s. limit pricing II									
7	Collusive behavio									
8	Repeated games									
9	期中考試週 Midterm Exam									
10	International Oligopoly									
11	Horizontal mergers									
12	Vertical mergers									
13	Vertical Relationships									
14	Solutions to the double marginalization									
15	Advertising Information on quality, location, prices									
16	Advertising and monopoly power									
17	R&D and competition, patent protection									
18	期末考試週 Final Exam									
		教	學策	略 Tea	aching	Strategi	ies			
✓ 課堂講	授 Lecture	✓	分組討	論Group	Discus	sion	多	觀實習	Field T	`rip
其他Mi	其他Miscellaneous:									
	學期成績計算及多元評量方式 Grading & Assessments									
	 2分項目	配分比例				多元評量		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 Go Performance		30%	>							group quizzes
期中考成績 Midterm Exam		30%	>							
期末考成績 Final Exam		30%	>							
作業成績 He Assignments	omework and/or s									
其他 Miscellaneous (participation in class)		10%								
	評量方式補充說明 Grading & Assessments Supplemental instructions									
		ordaring a n		onred bup	promorr		1 40 0101			

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)