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國立東華大學

教學計劃表　Syllabus

課程名稱(中文) Course Name in Chinese	產業經濟（二）			學年/學期 Academic Year/Semester	103/2
課程名稱(英文) Course Name in English	Analysis in Industrial Economics（II）				
科目代碼 Course Code	EC__50100	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	/郭平欣				
先修課程 Prerequisite					

課程描述　Course Description

Industrial organization is primarily an applied price theory course devoted to the study of issues involving the organization and behavior of firms and industries. Outside of addressing "standard" topics such as the effect of concentration, barriers to entry, empirical cost curves, and product differentiation; students will be asked to understand some newer topics such as transaction-cost analysis, game theory, strategic behavior as a method of competition/collusion, and franchising.

課程目標　Course Objectives

This course will provide students with the ability to conduct and evaluate economic analyses of issues relating to industrial economics. The course begins with an introduction of the field. It proceeds to a discussion of the behavior of firms in a imperfectly competitive world. We study the effects of different industrial policy instruments.

	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 capability in writing a professional academic report	○

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	市場賽局： Cournot, Bertrand, Stackelberg From 2 to N homogeneous to heterogeneous Introduction to Maple	
2	完整資訊賽局理論簡介： 靜態賽局-遊戲規則,Nash均衡,報償矩陣 動態賽局-遊戲規則,完善子賽局均衡 賽局分析工具Gambit介紹 Gambit is a set of software tools for doing computation on finite, noncooperative games. These comprise a graphical interface for interactively building and analyzing general games in extensive or strategy form; a number of command-line tools for computing Nash equilibria and other solution concepts in games; and, a set of file formats for storing and communicating games to external tools.	
3	價格與數量競爭： Singh and Vives (1984) "Price and quantity competition in a differentiated duopoly," RAND, 15(4):546-555.	
4	價格與數量競爭： Cheng, Leonard, (1985) "Comparing Bertrand and Cournot Equilibria: A Geometric Approach," RAND Journal of Economics, The RAND Corporation, vol. 16(1), pages 146-152, Spring.	
5	產品差異化-水平差異 Hotelling模型，水平差異，與最大差異原則 d'Aspremont C., J. J. Gabszewicz and J.F. Thisse(1979) "On Hotelling's "Stability in Competition"," Econometrica, 47(5):1145-1150.	
6	產品差異化-垂直差異 垂直差異之品質選擇 Choi, C.J. and H.S. Shin (1992), "A Comment on a Model of Vertical Product Differentiation," Journal of Industrial Economics, 40, 2, 229-231.	
7	產品差異化： 競爭方式與品質選擇 Motta, M. (1993) "Endogenous Quality Choice: Price vs. Quantity Competition," The Journal of Industrial Economics, 41, 113－31.	
8	產品差異化： 消費者類型、品質範圍與市場覆蓋 Wauthy, X. (1996) "Quality Choice in Models of Vertical Differentiation," Journal of Industrial Economics , 44, 3, 345-53.	
9	期中考	
10	資訊不對稱賽局理論	
11	拍賣(投標與喊價)：Auctions and Bidding Vickrey, W. (1961). "Counterspeculation, auctions, and competitive sealed tenders," The Journal of Finance, 16(1), 8－37. McAfee, R. Preston and John McMillan. 1987. "Auctions and Bidding," Journal of Economic Literature, 25, 699-738.	
12	貝氏賽局與機制設計	
13	貝氏賽局與機制設計 Myerson, R. (1981). "Optimal Auction Design," Mathematics of Operations Research, 6(1), 58－73. A seminal paper, introduced revenue equivalence and optimal auctions. Samuelson W. , (1984) "Bargaining under asymmetric information," Econometrica 52:995－1005.	
14	貝氏賽局與機制設計-非線性定價 Maskin E., and Riley J. (1984), "Monopoly with Incomplete Information," Rand Journal of Economics, 15: 171-196.	

15	授權 Wang X. H. (1998), "Fee versus Royalty Licensing in A Cournot Duopoly Model," Economics Letters, 60:55 - 62. Wang, X. H. and B. Z. Yang, (1999), "On Licensing under Bertrand Competition," Australian Economic Papers, 38:106 - 119. Wang, X.H. (2002), "Fee vs. Royalty Licensing in Differentiated Cournot Oligopoly," Journal of Economics and Business, 54, 253 - 262.	
16	授權 Fosfuri, A. and E. Roca, (2004), "Optimal Licensing Strategy: Royalty or Fixed Fee?" International Journal of Business and Economics, 3:13-19. Kabiraj, T. (2004), "Patent Licensing in a Leadership Structure," The Manchester School, 72:188-205. Wang, X. H. and B. Z. Yang(2004), On Technology Transfer to an Asymmetric Cournot Duopoly, Economics Bulletin, 4(14):1-6.	
17	授權 Li, C. and J. Song (2009), "Technology Licensing in a Vertically Differentiated Duopoly," Japan and the World Economy, 21:183－90. Li, C. and J. Wang (2010), "Licensing a Vertical Product Innovation," The Economic Record,1-11. Poddar, S. and Sinha, U. B. (2010). 'Patent Licensing from a High-cost Firm to a Low-cost Firm', Economic Record, 86:384－395.	
18	期末報告	

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: 教導學生以數學軟體Maple做理論推導

學期成績計算及多元評量方式 Grading & Assessments

配分項目 Items	配分比例 Percentage	多元評量方式 Assessments							
		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	20%			✓					
期中考成績 Midterm Exam	40%	✓							open books, open notes
期末考成績 Final Exam									
作業成績 Homework and/or Assignments	20%		✓						Maple推導
其他 Miscellaneous (期末報告)	20%			✓	✓				Maple推導

評量方式補充說明 Grading & Assessments Supplemental instructions

期中考採開放式
作業與報告要繳交閱讀期刊文章之數學推導，以數學軟體Maple詳細說明推導過程，以內容正確、闡釋清楚、格式美觀作為評分標準。

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.)

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)