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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/Semester		104/1	
課程名稱(英文) Course Name in English	Industrial Organization							
科目代碼 Course Code	EC30700	系級 Department & Year	學三		開課單位 Course-Offering Department		經濟學系	
修別 Type	學程 Program	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	/#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。

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 Structur	
3	Scale and Scope Economies for the Single-Product Firms	
4	Scale and Scope Economies for the multiple-Product Firm	
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 Midterm Exam	
10	Multiple-product monopoly	
11	Spatial Model and Horizontal Differentiation I	
12	Spatial Model and Horizontal Differentiation I	
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	期末考試週 Final Exam									
教學策略 Teaching Strategies										
✓ 課堂講授 Lecture ✓ 分組討論Group Discussion 参觀實習 Field Trip										
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 Assessments										
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 Ge Performance		10%								class participatio
期中考成績	Midterm Exam	30%	~							
期末考成績	Final Exam	30%	~							
作業成績 Ho Assignments	omework and/or s	30%	✓							group quizzes
其他 Misce	llaneous _)									
評量方式補充說明 Grading & Assessments Supplemental instructions										
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	Textbook & Oth	教科書與參考 ner References					-		ks, etc	.)
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.)										
771				(Supple						
This syllabus is subject to modification as the semester progresses.										