



## 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	104/2
課程名稱(英文) Course Name in English	International Industrial Economics			
科目代碼 Course Code	EC_33900	系級 Department & Year	學三	開課單位 Course-Offering Department
修別 Type	學程 Program	學分數/時間 Credit(s)/Hour(s)	3.0/3.0	
授課教師 Instructor	/李妮璋			
先修課程 Prerequisite	/#個體經濟學(下)			
課程描述 Course Description				
<p>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.</p> <p>Students will 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.</p> <p>This syllabus is subject to modification as the semester progresses.</p>				
課程目標 Course Objectives				
<p>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.</p>				
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 of credible threats			
5	Predatory pricing v.s. limit pricing -- I			
6	Predatory pricing v.s. limit pricing -- II			
7	Collusive behavior			
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 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 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	30%	✓							group quizzes
期中考成績 Midterm Exam	30%	✓							
期末考成績 Final Exam	30%	✓							
作業成績 Homework and/or Assignments									
其他 Miscellaneous (participation in class )	10%								

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)