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# ②图玄東華大學

## 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		104/2	
課程名稱(英文) Course Name in English	International Industrial Economics							
科目代碼 Course Code	EC33900	系級 Department & Year	Department 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 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.

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 Tea	ching (	Strategi	ies			
✓ 課堂講授 Lecture ✓ 分組討論Group Discussion										
		學期成績計算	草及多元	.評量方式	र Gradi					
	配分項目     配分比例     多元評量方式 Assessm       Items     Parcentage     測驗 實作 口頭 專題 創作 卷宗				SSESSME 卷宗	nts 證照	** **			
	Items	Percentage	會考	觀察	發表	研究	展演	評量	檢定	其他
平時成績 Ge Performance		30%	<b>~</b>							group quizzes
期中考成績	Midterm Exam	30%	<b>~</b>							
期末考成績	考成績 Final Exam 30% ✓									
	作業成績 Homework and/or Assignments									
其他 Miscel (participat 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.)										
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其他補充說明(Supplemental	l instructions)