



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	104/2
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					
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	課程介紹 市場賽局： Cournot 均衡的由簡到繁 From 2 to N, homogeneous to heterogeneous 對稱與加總的技巧				
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. Introduction to Maple				
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	放假	
8	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. 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	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.	
11	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.	
12	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.	
13	授權 Poddar, S. and Sinha, U. B. (2010). 'Patent Licensing from a High-cost Firm to a Low-cost Firm', Economic Record, 86:384-395. Chen, C. S.(2015) "Endogenous Market Structure and Technology Licensing", TEA.	
14	資訊不對稱賽局理論 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.	
15	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.	

16	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.	
17	期末報告	
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									
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	40%		✓	✓					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
 作業要繳交上課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。
 期末報告自選一篇期刊文章，變更假設並以 maple 重新推導。

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)