



教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	產業經濟(一)		學年/學期 Academic Year/Semester	104/2
課程名稱(英文) Course Name in English	Analysis in Industrial Economics (I)			
科目代碼 Course Code	IIE_55200	系級 Department & Year	碩士	開課單位 Course-Offering Department
修別 Type	必修 Required	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				
課程描述 Course Description				
<p>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.</p> <p>In addition, it is essential for each student to present one of the required articles (which will be assigned in class) and turn in the relating summary and comments. Required readings will be covered on the exam</p>				
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	Noncooperative Game Theory -- I			
2	Noncooperative Game Theory -- II			
3	Price Discrimination			
4	Durable Goods -- I			
5	Durable Goods -- II			
6	Price Dispersion			
7	Bundling and Tying -- I			
8	Bundling and Tying -- II			
9	期中考試週 Midterm Exam			
10	Strategic Interaction -- Cournot			
11	Strategic Interaction -- Bertrand			
12	Market Structure and Performance			
13	Product Selection -- horizontal differentiation			
14	Product Selection -- vertical differentiation I			

15	Product Selection -- vertical differentiation II	
16	Innovation	
17	Advertisement	
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	10%								class participation
期中考成績 Midterm Exam	35%	✓							
期末考成績 Final Exam	35%	✓							
作業成績 Homework and/or Assignments	20%			✓					paper presentation
其他 Miscellaneous (_____)									

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

Shy, Oz, 1996, Industrial Organization
Cambridge: The MIT Press

SUGGESTED READING

- Carlton and Perloff, 2000, Modern Industrial Organization, 3rd Edition, Addison-Wesley Publishing Company
- Tirole, Jean, 1995, The Theory of Industrial Organization, Cambridge: The MIT Press
- 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)

This syllabus is subject to modification as the semester progresses.