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國立東華大學

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	105/2
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	Introduction(課程介紹) *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. *市場賽局(market game)： *Optimization and Equilibrium -Cournot vs Bertrand -Homogeneous vs Heterogeneous -From 2 to N, -Symmetric vs Asymmetric	
2	*Introduction to Maple *Singh and Vives (1984) "Price and quantity competition in a differentiated duopoly," RAND, 15(4):546-555. +Competition and the choice of intrument variables.	
3	228 Memorial Day - Holiday	
4	+Competition and the choice of intrument variables. 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	Product differentialtion-horizontal（產品差異化-水平差異） Hotelling model, minimum vs maximum differentiation d'Aspremont C., J. J. Gabszewicz and J.F. Thisse(1979) "On Hotelling's "Stability in Competition"," Econometrica, 47(5):1145-1150.	
6	Product differentialtion-Vertical（產品差異化-垂直差異） Quality choice 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	Product differentialtion-Vertical（產品差異化-垂直差異） Instruments vs Quality choice Motta, M. (1993) "Endogenous Quality Choice: Price vs. Quantity Competition," The Journal of Industrial Economics, 41, 113－31. The Range of type and Market coverage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.	
8	Spring Break - Holiday(放假)	
9	期中考	
10	Licensing(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	Licensing(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	Licensing(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	Licensing(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	Auctions and Bidding拍賣(投標與喊價)： 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	Bayesian game and mechanism design(貝氏賽局與機制設計):optimal auction design 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	Dragon Boat Festival - Holiday	

17	Bayesian game and mechanism design(貝氏賽局與機制設計)-non-linear pricing Maskin E., and Riley J. (1984), "Monopoly with Incomplete Information," Rand Journal of Economics, 15: 171-196.	
18	final exam期末考	

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)