



教學計劃表 Syllabus

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| 課程名稱(中文) Course Name in Chinese | 跨國產業分析 | | 學年/學期 Academic Year/Semester | 106/2 | |
| 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 | 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 | /李妮璋 | | | | |
| 先修課程 Prerequisite | /#經濟學原理-個體篇 | | | | |
| 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 | | | | |

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|----|---------------------------------------------------------|--|
| 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)

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