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②國玄東華大學

教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	產業經濟學			學年/學期 Academic Year/Semester		107/1		
課程名稱(英文) Course Name in English	Industrial Organization							
科目代碼 Course Code	EC30700	系級 Department 學三 & Year		開課單位 Course-Offering Department	經濟學系			
修別 Type	學程 Program	學分數/時 Credit(s)/Hou		3.0/3.0				
授課教師 Instructor	/李娓瑋							
先修課程 Prerequisite	/#經濟學原理-個體篇							

課程描述 Course Description

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.

課程目標 Course Objectives

課程主要目的在讓同學們有系統地了解各類型的產業組織結構、競爭方式,並將在個體經濟中所學有關廠商理論與產業結構結合,以期能靈活運用於實務分析中。

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	What is Industrial Organization	
2	Measuring Market Structure	
3	Scale and Scope Economies for the Single-Product Firms	
4	Scale and Scope Economies for the multiple-Product Firm	
5	Noncost Determinants of Industry Structure	
6	Third-Degree Price discrimination	
7	Second-Degree Price Discrimination	
8	First-Degree Price Discrimination	
9	期中考試週 Midterm Exam	
10	Multiple-product monopoly	
11	Spatial Model and Horizontal Differentiation I	
12	Spatial Model and Horizontal Differentiation I	
13	Horizontal Differentiation with Price Discrimination	
14	Vertical Product Differentiation I	
15	Vertical Product Differentiation II	
16	Bundling and tie-in sales	

17 Strategic Behavior in Oligopoly						
18 期末考試週 Final Exam (to be arranged)						
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:						
教學創新自評Teaching Self-Evaluation						
創新教學(Innovative Teaching)						
□ 問題導向學習(PBL) ■ ■ 解決導向學習(SBL)						
■ 翻轉教室 Flipped Classroom						
社會責任(Social Responsibility)						
□ 在地實踐Community Practice □ 產學合作 Industy-Academia Cooperation						
跨域合作(Transdisciplinary Projects)						
□跨界教學Transdisciplinary Teaching □跨院系教學Inter-collegiate Teaching						
□ 業師合授 Courses Co-taught with Industry Practitioners						
其它 other:						

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	30%	>							
期末考成績 Final Exam	30%	~							
作業成績 Homework and/or Assignments	30%	~							group quizzes
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

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(含線上教學資訊,教師個人網址請列位於本校內之網址)

Teaching Aids & Teacher's Website(Including online teaching information.

Personal website can be listed here.)

其他補充說明(Supplemental instructions)

This syllabus is subject to modification as the semester progresses.