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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	產業與貿易			學年/學期 Academic Year/Semester		108/2	
課程名稱(英文) Course Name in English	Industry and Trade						
科目代碼 Course Code	EC22010	系級 Department 學二 & 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	/林燕淑						
先修課程 Prerequisite	/#經濟學原理-個體篇						

#### 課程描述 Course Description

國際貿易議題的探討。為何要對進口產品課關稅?廠商為何要外包?出口好或直接投資好?經濟整合對社會福利的影響?貿易自由化對國內工資的影響?貿易自由化對國內汙染量的影響。

本課程希望藉由所學的經濟知識,再配合現實社會經濟現象的觀察,做科學性的分析,提供學生一個思考方法,進一步判斷輿論是非。

在課堂上討論研究方法,思考問題的邏輯性。

希望培養對做研究有興趣的同學,可進一步撰寫論文。

#### 課程目標 Course Objectives

因交通的發達與資訊的便利性,國與國之間的界限愈來愈模糊。跨國廠商的數目也不斷的增加,晚近興起代工熱潮,廠商如何在代工與整廠往外移之間作抉擇等等,這些都是最近在產業界,國際經濟中熱門的話題。本課程主要介紹產業間的競爭行為如何影響國際貿易的發生,以及貿易進行的模式:進出口、跨國投資、技術授權等方式,以產業競爭的角度來探討國際貿易發生後,對廠商競爭的影響,國內人民福祉的變化,以及國家社會福利的變化,進而擴展至全球福利的變化。重點在於以產業的競爭方式來討論市場結構,以及當市場結構為不完全競爭時政府的最適貿易政策。國際情勢訊息萬變,希望學生在學習的過程中,可以感受到產業發展的趨勢,不管是未來在就業或繼續深造上有些幫助。

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: Mathematics, Microeconomics, Industrial Organization.  Christopher Snyder and Walter Nicholson, Microeconomic Theory: Basic Principles and Extensions, 11th edition, 2012. South-Western. (SN) Alpha C. Chiang and Kevin Wainwright, Fundamental Methods of Mathematical Economics, 4th edition, 2005. McGraw Hill. (CW) 請不要缺席 這堂課上三小時,講數學基本概念,整學期都要用這些概念。 特別是沒上過老師課的同學。	近期要考試。數學方法。 期中考4/17必考		
2	Licensing 3/13**Wang, X.W.(1998) _Fee versus royalty licensing in a Cournot duopoly model, _ Economics Letters, 60, 55-62. Wang, X.W.(2002) _Fee versus royalty licensing in a differentiated Cournot duopoly, _Journal of Economics & Business, 54, 253-266.	Cournot 的練習 填座位表 以利雙向溝通		

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3	Export Trade Policies: 3/20**Strategic Trade Policy in a Vertically Related Industry (Bernhofen, Review of International Economics, 1997) Export Subsidies and International Market Share Rivalry (Brander and Spencer, Journal of International Economics, 1985)	presentation 1
4	3/27CSR(Corporate Social Responsibility): **Goering, G.E.(2014) "The profit-maximizing case for corporate social responsibility in a bilateral monopoly," Managerial and Decision Economics, 35, 493-499.  Brand, B. and M. Grothe(2015) "Social Responsibility in a bilateral Monopoly, "Journal of Economics, 115, 275-289.  Chang, Yang-Ming, Chen, Hung-Yi, Wang, L.F.S, and Wu, Shih-Jye (2014), "Corporate Social Responsibility and International Competition: A Welfare Analysis", Review of International Economics, Review of International Economics, Review of International Economics, G.E.(2012) "Corporate social responsibility and marketing channel coordination," Research in Economics, 66, 142-148.	presentation 2
5	4/3春假	
6	4/10Vertical Product Differentiation:  **Choi C. J. and Shin H. S. (1992) "A Comment on a model of vertical product differentiation, "Journal of Industrial Economics, 229-231.  **Ikeda, T. and T. Toshimitsu (2010) "Third-degree price discrimination, quality choice, and welfare, "Economics Letters, 106, 54-56.	presentation 3
7	4/17期中考	
8	4/24 Privatization **Wang, Mukherjee, and Zeng, (2020) "Does technology licensing matter for privatization? Journal of Public Economic Theory, 1-19.	presentation 4 MAPLE 示範
9	5/1 Service trade ** FDI and Outsourcing in a Service Industry: The Welfare Effect of Liberalizing Trade and Investment (Lu, Te-Cheng, Yan-Shu Lin and Jin-Li Hu, 2014. Economic Record, Vol. 90, Supplement s1, pages 74-86). Ishikawa, J., Morita, H. and Mukunoki, H. (2010), "FDI in Post-production Services and Product Market Competition," Journal of International Economics 82, 73-84.	presentation 5
10	5/8 Stackelberg leader and follower: **Mukherjee and Zhao (2017) "Profit rising entry" Journal of Industrial Economics, 214-219.	每人均要上台說明期末報 告的題目
11	Parallel trade: Mukherjee, A. and L. Zhao (2012) "Profitable parallel trade in unionized markets," Journal of Economics, 107, 267-276.  **Matteucci, G. and P. Reverberi (2014) "Parallel trade, product quality, and Welfare," Economic Letters, 122, 258-262.	presentation 6
12	5/22 Cournot and Bertrand **Singh and Vives (1984) "Price and Quantity competition in a differentiated duopoly," Rand Journal of Economics 546-554.	presentation 7
13	5/29 Bargaining **Basak, (2017) "Cournot and Bertrand under centralized bargaining" Economics Letters 154, 124-127.	presentation 8
14	6/5 Licensing **Martin and Saracho, 2016, "Patent Strength and Optimal two-part tariff licensing with a potential rival incorporating ad valorem royalty, Economics Letters 143, 28-31	presentation 9

15	6/12 Multi-product firm **Kopel, Loffler, and Pfeiffer (2017) "Complementary monopolies and multi-product firms," Economics Letters, 28-30.	presentation 10				
16	期末報告發表					
17	期末報告討論					
18	期末報告討論					
	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Mis	scellaneous: research learning					
	教學創新自評Teaching Self-Evaluation					
創新教學(Innovative Teaching)						
✓ 問題導向學習(PBL) ■ ■體合作學習(TBL) 解決導向學習(SBL)						
翻轉教室 Flipped Classroom 磨課師 Moocs						
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 othe	r: 					

學期成績計算及多元評量方式 Grading & Assessments									
配分項目	配分比例	多元評量方式 Assessments							
Items	Percentage	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(含出缺席) General Performance (Attendance Record)	13%		<b>~</b>	<b>~</b>					出席 參與程度
期中考成績 Midterm Exam	20%	~					~		
期末考成績 Final Exam	20%		~	~	~	~			term paper presentation
作業成績 Homework and/or Assignments	30%	<b>~</b>		<b>~</b>	~	~			20% PPT, 10% presentation
其他 Miscellaneous (PPT presentation and discussion in class)	20%	<b>~</b>	~	~	~	~			10% join discussion, 10% Advanced discussion

評量方式補充說明

Grading & Assessments Supplemental instructions

30% 作業: 其中含20% PPT製作, 10% 報告。

20% PPT製作成績計算方式: PPT的品質佔40分,寄給老師的時間佔60分(周三晚上12:00前寄可得滿分60分; 周四晚上12:00前可得40分; 周五早上6:00前可得20分)。

10% 報告取決於帶動上課參與的程度,越多人參與討論成績越高。

其他的20%說明:如果你不是報告組,只要你每次上課都開口問3個問題,就100%。問兩個問題就得75%,每次都問一個問題得50%。

每人上台報告三次文章,一組多少人視修課人數而定。

#### 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.)

Recent Journal Paper or Working Paper

W. Nicholson, Microeconomic Theory: Basic Principles and Extensions, 11th edition, 2012.

Alpha C. Chiang and Kevin Wainwright, Fundamental Methods of Mathematical Economics, 4th edition, McGraw Hill.

### 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.)

E學院網站

e-learning platform

其他補充說明(Supplemental instructions)

Enjoying learning