



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	109/2	
課程名稱(英文) Course Name in English	Industry and Trade				
科目代碼 Course Code	EC__22010	系級 Department & Year	學二	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	/林燕淑				
先修課程 Prerequisite	/#經濟學原理-個體篇				
課程描述 Course Description					
<p>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?貿易自由化對國內污染量的影響。</p> <p>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。</p> <p>在課堂上討論研究方法，思考問題的邏輯性。</p> <p>希望培養對做研究有興趣的同學，可進一步撰寫論文。</p>					
課程目標 Course Objectives					
<p>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。</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	<p>Introduction: Mathematics, Microeconomics, Industrial Organization.</p> <p>Christopher Snyder and Walter Nicholson, Microeconomic Theory: Basic Principles and Extensions, 11th edition, 2012. South-Western. (SN)</p> <p>Alpha C. Chiang and Kevin Wainwright, Fundamental Methods of Mathematical Economics, 4th edition, 2005. McGraw Hill. (CW)</p> <p>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。</p>			<p>近期要考試。數學方法。 期中考4/21必考</p>	
2	<p>Review Microeconomics</p> <p>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。</p>			<p>Cournot 的練習 填座位表 以利雙向溝通</p>	

3	Licensing **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.	
4	Export Trade Policies: **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
5	CSR(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, Vol 22, 625 - 638. Goering, G.E.(2012) "Corporate social responsibility and marketing channel coordination," Research in Economics, 66, 142-148.	presentation 2
6	Vertical 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	Privatization **Wang, Mukherjee, and Zeng, (2020) "Does technology licensing matter for privatization? Journal of Public Economic Theory, 1-19.	presentation 4
8	** 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
9	4/21期中考 Service trade	
10	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	Cournot and Bertrand **Singh and Vives (1984) "Price and Quantity competition in a differentiated duopoly," Rand Journal of Economics 546-554.	presentation 7
13	Bargaining **Basak, (2017) "Cournot and Bertrand under centralized bargaining" Economics Letters 154, 124-127.	presentation 8
14	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	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 Miscellaneous: research learning

教 學 創 新 自 評 Teaching Self-Evaluation

創新教學(Innovative Teaching)

- 問題導向學習(PBL)
 團體合作學習(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 Industry-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	15%		✓	✓					出席 參與程度
期中考成績 Midterm Exam	30%	✓					✓		
期末考成績 Final Exam	20%		✓	✓	✓	✓			term paper presentation
作業成績 Homework and/or Assignments	20%	✓		✓	✓	✓			10% PPT, 10% presentation
其他 Miscellaneous (PPT presentation and discussion in class)	15%	✓	✓	✓	✓	✓			10% join discussion, 5% Advanced discussion
評量方式補充說明 Grading & Assessments Supplemental instructions									
<p>20% 作業：其中含10% PPT製作, 10% 報告。</p> <p>10% 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(周一晚上12:00前寄可得滿分60分；周二晚上12:00前可得30分)。</p> <p>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。</p> <p>其他的15%說明：如果你不是報告組，只要你每次上課都開口問問題，就100%。</p> <p>原則每人上台報告二次文章，一組多少人視修課人數而定。</p>									
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									