



## 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	111/1	
課程名稱(英文) Course Name in English	Industrial Organization				
科目代碼 Course Code	EC_30700	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					
The course is organized into one 3-hour lecture per week. Of this, 2 hours and a half 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 Vertical Product Differentiation -- II				
15	Bundling and tie-in sales Strategic Behavior in Oligopoly				

16	期末考試週 Final Exam	
17	Discussion of the final exam	
18		

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)
  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	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.