



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	111/1	
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>The main purpose of this course is to discuss international trade issues by integrating industrial organization theory. Why do we impose tariffs on imported products? Why do manufacturers outsource? Export or direct investment for a multinational firm, the impact of economic integration on social welfare, the effect of trade liberalization on domestic wages, and the impact of trade liberalization on domestic pollution, and so on.</p> <p>This course hopes to use the economic knowledge we have learned, coupled with the observation of economic phenomena, to do scientific analysis, and to have a better judgment on public issues.</p> <p>We are going to discuss the research methods in class, think about the logic of the problem, and set a model to find out the solution.</p> <p>I hope to train students who are interested in doing research. Students can apply this skill for futher research.</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	Introduction: Mathematics, Microeconomics, Industrial Organization. Very important, Must join the class for three hours.			must understand	

2	Licensing Wang, 1998, Fee versus royalty licensing in a Cournot duopoly model, <i>Economics Letters</i> , 60, 55-62 Wang, X.W. 2002, Fee versus royalty licensing in a differentiated Cournot duopoly, <i>Journal of Economics & Business</i> , 54, 253-266. Martin and Saracho, 2016, "Patent Strength and Optimal two-part tariff licensing with a potential rival incorporating ad valorem royalty, <i>Economics Letters</i> 143, 28-31	homework
3	Export Trade Policies: Bernhofen, 1997, Strategic Trade Policy in a Vertically Related Industry, <i>Review of International Economics</i> Brander and Spencer, 1985, Export Subsidies and International Market Share Rivalry, <i>Journal of International Economics</i>	small test
4	Vertical Integration and Separation Pinopoulos, 2019, On the welfare effects of vertical integration: Opportunism vs. double marginalization, <i>Economics Letters</i> , 169-172 Pinopoulos, 2019, Upstream horizontal mergers involving a vertically integrated firm, <i>Journal of Economics</i> Milliou 2020, Vertical integration without intrafirm trade, <i>Economics Letters</i> .	presentation 1
5	CSR(Corporate Social Responsibility): Goering, G.E. (2014) "The profit-maximizing case for corporate social responsibility in a bilateral monopoly," <i>Managerial and Decision Economics</i> , 35, 493-499. Brand, B. and M. Grothe(2015) "Social Responsibility in a bilateral Monopoly, " <i>Journal of Economics</i> , 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" , <i>Review of International Economics</i> , Vol 22, 625 - 638. Goering, G.E. (2012) "Corporate social responsibility and marketing channel coordination," <i>Research in Economics</i> , 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, " <i>Journal of Industrial Economics</i> , 229-231. Ikeda, T. and T.Toshimitsu (2010) "Third-degree price discrimination, quality choice, and welfare, " <i>Economics Letters</i> , 106, 54-56.	presentation 3
7	Privatization Wang, Mukherjee, and Zeng, (2020) "Does technology licensing matter for privatization? <i>Journal of Public Economic Theory</i> , 1-19.	presentation 4
8	Partial Ownership Papadopoulos, Petrakis, and Skartados, (2019) "Product innovation transfer under passive partial ownership holdings," <i>Economics Letters</i> 177, 22-25.	presentation 5
9	Mid-term examination final term report- issue presentation final term paper: including the abstract (around 200 words, cover page), introduction, (the body), conclusion, references (at least 10), 8 pages in total.	
10	全校運動會(停課一天) Sports activity (Holiday)	
11	Vertical licensing Vertical licensing, input pricing, and entry, Bakaouka and Millou, <i>International Journal of Industrial Organization</i> , 2018.	presentation 6
12	Parallel trade: Mukherjee, A. and L. Zhao (2012) "Profitable parallel trade in unionized markets," <i>Journal of Economics</i> , 107, 267-276. Matteucci, G. and P. Reverberi (2014) "Parallel trade, product quality, and Welfare," <i>Economics Letters</i> , 122, 258-262.	presentation 7

13	Multi-product firm Kopel, Loffler, and Pfeiffer (2017) "Complementary monopolies and multi-product firms," Economics Letters, 28-30. Kopel, Loffler, and Pfeiffer (2016) Sourcing strategies of a multi-input-multi-product firm, Journal of Economic Behavior & Organization 127, 30-45	presentation 8
14	Cournot and Bertrand/Stackelberg leader-follower Singh and Vives (1984), Price and Quantity competition in a differentiated duopoly, Rand Journal of Economics 546-554. Mukherjee and Zhao (2017), Profit raising entry, Journal of Industrial Economics	presentation 9
15	Bargaining Basak, (2017), Cournot and Bertrand under centralized bargaining, Economics Letters 154, 124-127. Basak, and Mukherjee (2017), Price vs. quantity competition in a vertically related market revisited, Economics Letters 153, 12-14.	presentation 10
16	Transfer pricing Aya, Mittendorf, and Yoon (2008), Friction in related-party trade when a rival is also a customer, Management Science 54, 1850-1860.	presentation 11
17	final term report presentation, your comments on other reports final term paper: including 【the title, abstract (around 200 words, cover page 1 page)】, 【introduction, the body, conclusion (6 pages)】, 【references (at least 10, 1 page)】, 8 pages in total, appendix can be excluded.	presentation 12
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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
 Teaching Schedule & Content adjust according to learning progress

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%		✓	✓					attendance
期中考成績 Midterm Exam	30%	✓					✓		Test/Term paper idea presentation
期末考成績 Final Exam	20%		✓	✓	✓	✓			term paper presentation
作業成績 Homework and/or Assignments	15%	✓		✓	✓	✓			5% HW, 10% Small Test
其他 Miscellaneous (PPT presentation and discussion in class)	20%	✓	✓	✓	✓	✓			see below
評量方式補充說明 Grading & Assessments Supplemental instructions									
<p>distribute your PPT 24 hours before your presentation, the earlier the better (10% PPT, 10% presentation)--presenters Please join our discussion in class, very important. Miscellaneous: 10% join discussion, 10% Advanced discussion--non presenters final term paper: including the abstract (around 200 words, cover page), introduction, (the body), conclusion, references (at least 10), 8 pages in total.</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									
<p>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)</p>									
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 TA time: Tuesday pm 6:00, place TBA									
其他補充說明 (Supplemental instructions)									
Enjoying learning									