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②图玄東華大學

教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	跨國產業分析				學年/學期 Academic Year/Semester		112/1	
課程名稱(英文) Course Name in English	International Industrial Economics							
科目代碼 Course Code	EC33900	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/時間 Credit(s)/Hour(s)			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 designed for students to learn the essentials of strategic interactions among firms domestically and internationally as well. In addition to stimulate rigorous thinking about the implication of firms' behavior, understanding how to construct an empirically-testable model is an important goal of the course.

Students wil learn how to employ basic game theories to analyze oligopoly models. The regarding issues may cover the decisions on predatory conduct, collusion, mergers, advertisements, and research and development.

This syllabus is subject to modification as the semester progresses.

課程目標 Course Objectives

This course will sharp students' ability to conduct and evaluate economic analyses of issues relating to industrial economics in world economy. We'll look carefully at relationships between firms and the marketplace, asking why some functions are handled within the control structure of firms while others are left to market transactions. We'll look at those market transactions with care, noticing that many of them turn out to be something quite different from arm's length transactions in a spot market.

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	
2	Cournot Duopoly Model	
3	Bertrand Duopoly Mode	
4	Dynamic games of credible threats	
5	Predatory pricing v.s. limit pricing I	
6	Predatory pricing v.s. limit pricing II	
7	Collusive behavior	
8	Repeated games	
9	期中考試週 Midterm Exam	
10	International Oligopoly	

11	Horizontal mergers						
12	Vertical mergers						
13	Vertical Relationships						
14	Solutions to the double marginalization Advertising Information on quality, location, prices						
15	Advertising and monopoly power						
16	R&D and competition, patent protection						
17	disuccsion of final exam						
18	TBA						
教學策略 Teaching Strategies							
✓ 課堂講授 Lecture ✓ 分組討論Group Discussion							
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	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							
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	配分比例 Percentage	多元評量方式 Assessments							
Items		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	30%	~							group quizzes
期中考成績 Midterm Exam	30%	~							
期末考成績 Final Exam	30%	~							
作業成績 Homework and/or Assignments									
其他 Miscellaneous (participation in class)	10%								

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.