③国o支束華大學 教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	平台經濟學			學年/學期 Academic Year/Se	112/2			
課程名稱(英文) Course Name in English	Platforms Economics							
科目代碼 Course Code	ECD0110	ACD0110 系級 Department & Year 増士 Department Department						
修別 Type	選修 Elective 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								
	課	程描述 Cours	e Descri	ption				
課程描述 Course Description Digital platforms are becoming increasingly important. Two-sided markets extend traditional consumption mode in many domains today. Examples include short-term accommodation sharing, delivery services, resale- and auction platforms, as well as ride-sharing markets. Importantly, the platform principle bears several particularities that will be examined in this course. Central to the design and operation of digital platforms is the existence of network effects. Two-sided markets include different user types and motives, which will be discussed as well. The aim of the course is to introduce students to the new information economy and the economics of network industries. Students are expected to gain insight into how the specific features of platforms affect the market structure, firms' strategies, and business models, as well as public policy in network industries. At the end of the course, students should be able to use methods and models of microeconomics and industrial organization to understand and analyze the competitive dynamics in network industries. The course' s objective is to convey a basic understanding of digital platforms and platform business models. The course will cover the following subjects: 1. Introduction to platform economics 2. Multi-homing and single-homing 3. Pricing and price strategy in platforms 4. Consumer' s privacy 5. Advertisement on platforms 6. The sharing economy 7. User motives and user types 8. The economics of multi-sided markets and so on.								
課程目標 Course Objectives								
Digital platforms are becoming increasingly important. Two-sided markets extend traditional consumption mode in many domains today. Examples include short-term accommodation sharing, delivery services, resale- and auction platforms, as well as ride sharing markets. Importantly, the platform principle bears several particularities which will be examined in this course. Central to the design and operation of digital platforms is the existence of network effects. Two-sided markets includes different user types and motives, which will be discussed as well. The aim of the course is to introduce students to the new information economy and the economics of network industries. Students are expected to gain insight into how the specific features of platforms affect market structure, firms' strategies and business models, as well as public policy in network industries. At the end of the course, students should be able to use methods and models of microeconomics and industrial organization to understand and analyze the competitive dynamics in network industries.								

	系専業能力 Basic Learning Outcomes	課程目標與系專業能 力相關性 Correlation between Course Objectives and Dept.'s Education Objectives
A analy	↑析能力:通曉經濟學的高階理論技巧,應用數學與賽局解決經濟議題的能力Mathematical sis skills: Mastering in advanced application of mathematical theories and game y in analyzing economic issues	•
B 分析。	經濟分析能力:通曉經濟學的高階實證技巧,善用資訊科技進行資訊蒐集、資料統計與計量 Empirical analysis skills: Mastering in advanced application of statistics and metrics in data collection and examination	
	經濟之闡釋能力:通曉高階個體經濟學相關的理論與應用Microeconomic perspective: ugh understanding of advanced microeconomic theories and relevant application	
	經濟之闡釋能力:通曉高階總體經濟學相關的理論與應用Macroeconomic perspective: ugh understanding of advanced macroeconomic theories and relevant application	
E oppor	問整適應社會之能力:具備適應現代社會的學養以及就業能力。Employment tunities: capabilities of working on important policy and decision challenges siness and government	•
F Havin	長達能力:思路清晰,有能力與人溝通並撰寫高階專業研究報告Communication skills: g a clear mind and profound ability in presenting advanced professional mic research	•
圖示說明I	llustration :● 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	<pre>introduction: to know you and me, to know what we are going to learn this semester, to know the Grading & Assessments. to know some basic mathematics used in this courseHotelling model, subgame perfect equilibrium. The Economics of Platforms: Concept and Strategy, by P. Belleflamme and M. Peitz, Cambridge University Press, 2021. (Book)</pre>	
2	Book Ch 1 Platforms: Definitions and Typology Hotelling model 1. Rasch, A., T. Wenzela, (2014), "Content provision and compatibility in a platform market," Economics Letters, 124, 478- 481.	
3	Book Ch 1 Platforms: Definitions and Typology 2. Kind, H. J., M. Koethenbuerger, G. Schjelderup (2009), "On Revenue and Welfare Dominance of Ad Valorem Taxes in the Two-Sided Markets," Economics Letters, 104, 86-88.	
4	Book Ch 2 Ratings, Recommendations, and the Use of Big Data 3. Economides, N., J. Tag (2012), "Network Neutrality on the Internet: A Two-Sided Market Analysis," Information Economics and Policy, 24, 91-104. Hagiu, A., H. Halaburda (2014), "Information and Two-Sided Platform Profits," International Journal of Industrial Organization, 34, 25- 35.	
5	Book Ch 2 Ratings, Recommendations, and the Use of Big Data 4. Reisinger, M. (2014), "Two-Part Tariff Competition between Two-Sided Platforms," European Economic Review, 68, 168-180.	
6	Book Ch 3 An Economic Primer on Network Goods 5. Armstrong, M. (2006), "Competition in Two-Sided Markets," RAND Journal of Economics, 37, 668-691.	
7	Spring Break	

8	Presenting your term paper idea (1) and Comment each other Book Ch 3 An Economic Primer on Network Goods 6. Gabszewicz, J, and X. Wauthy (2014), "Vertical Product Differentiation and Two-sided Markets," Economics Letters, 123, 58- 61.	
9	Book Ch 4 Growing a Platform 7. Chen, K. P., Y. C. Huang (2012), "A Search-Matching Model of the Buyer-Seller Platforms," CESifo Economic Studies, 58, 626- 649.	
10	Book Ch 4 Growing a Platform 8. Amelio, A., B. Jullien (2012), "Tying and Freebies in Two- Sided Markets," International Journal of Industrial Organization, 30, 436-446.	
11	Book Ch 5 Platform Pricing9.Choi, J. P. (2010), "Tying in Two-Sided Markets with Multihoming," The Journal of Industrial Economics, 58, 607-626.	
12	Book Ch 5 Platform Pricing Presenting your term paper idea (2) and Comment each other	
13	Book Ch 6 Platform Desidn 10. Kung, L. C., G. Y. Zhong, (2017), "The Optimal Pricing Strategy for Two-Sided Platform Delivery in the Sharing Economy," Transportation Research Part E: Logistics and Transportation Review, 101, 1-12.	
14	 Book Ch 6 Platform Design 11. Rochet, J-C., J. Tirole (2003), "Platform Competition in Two-Sided Markets," Journal of European Economic Association, 1, 990-1029. Belleflamme, P., M. Petiz (2019), "Platform Competition: Who Benefits from Multihoming," International Journal of Industrial Organization, 64, 1-26. 	
15	Book Ch 6 Platform Design 12. Choi, J. P., Y. Zennyo (2019), "Platform Market Competition with Endogenous Side Decisions," Journal of Economics and Management Strategy, 28, 73-88.	
16	Presenting your term paper and Comment each other	
17	Term Paper Discussion and Comment each other	
18	Term Paper Discussion and Comment each other	

教 學 策 略 Teaching Strategies
✓ 課堂講授 Lecture ✓ 分組討論Group Discussion 参觀實習 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 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 other:

學期成績計算及多元評量方式 Grading & Assessments									
	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 General Performance	15%		~	~					show up
期中考成績 Midterm Exam	20%	\checkmark	~	~	~	~	~		test
期末考成績 Final Exam	30%		~	~	~	~			term paper presentation
作業成績 Homework and/or Assignments	20%		~	~		~			PPT, presentation
其他 Miscellaneous (ask questions and discussion in class)	15%		~	~		~			join discussion, Advanced discussion
評量方式補充說明 Grading & Assessments Supplemental instructions									
Joining discussion in the class is the most important. Well prepared before coming to the class.									
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.)									
journal paper related to platform economics									
The Economics of Platforms: Concept and Strategy, by P. Belleflamme and M. Peitz, Cambridge University Press, 2021.									
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)									