



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	113/1	
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	簡介 本課程須用到的數學複習 相關的個體經濟學複習 MAPLE 數學計算軟體應用 很重要，一定要來			must understand	

2	<p>簡單個體經濟學在產業經濟學的應用:授權議題 Wang, 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. 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</p>	homework
3	<p>簡單個體經濟學在國際貿易的應用:出口貿易政策議題 Export Trade Policies: Bernhofen, 1997, Strategic Trade Policy in a Vertically Related Industry, Review of International Economics Brander and Spencer, 1985, Export Subsidies and International Market Share Rivalry, Journal of International Economics</p>	homework
4	<p>垂直整合廠商整合後竟然不用自己的原料? Vertical Integration and Separation Milliou 2020, Vertical integration without intrafirm trade, Economics Letters. Pinopoulos, 2019, On the welfare effects of vertical integration: Opportunism vs. double marginalization, Economics Letters, 169-172 Pinopoulos, 2019, Upstream horizontal mergers involving a vertically integrated firm, Journal of Economics</p>	homework
5	<p>做企業社會責任的廠商真的是捨己利人嗎? 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, Vol 22, 625 - 638. Goering, G.E. (2012) "Corporate social responsibility and marketing channel coordination," Research in Economics, 66, 142-148.</p>	small test
6	<p>買東西價格很重要，品質更重要! 那要如何將價格、品質均考慮進你的決策中? 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.</p>	
7	<p>哪一種產業應該要民營化? 成本具有規模經濟的嗎?還是需求彈性較高的產業? Privatization Wang, Mukherjee, and Zeng, (2020) "Does technology licensing matter for privatization? Journal of Public Economic Theory, 1-19.</p>	
8	<p>同行企業持股是好還是壞? 跨國持股呢? Partial Ownership Papadopoulos, Petrakis, and Skartados, (2019) "Product innovation transfer under passive partial ownership holdings, " Economics Letters 177, 22-25. Partial Passive Forward Ownership and Partial Passive Backward Ownership Charistos, K. Pinopoulos, I. N., and Skartados, P., (2022) " Passive Forward Ownership and Upstream Collusion, " Economics Letters 216, 110608</p>	
9	<p>檢測一下所學，因為接下來的課程要應用了。 考試 OPEN BOOK，平常要自己做筆記，平常不做筆記的話，會很難喔，看別人的筆記應該也看不懂。 Mid-term examination</p>	期中考

10	"期末報告"的構想報告: PPT 5頁以上, 第一頁:研究構想,討論的議題,研究的動機(為什麼研究這個題目) 第二頁:文獻回顧,資料收集,網站資料或報章雜誌相關的報導。(除了閱讀之外,也別忘了將資料來源放在第5頁) 第三頁:模型設計,為了要討論這個問題,想要設立怎麼樣的模型來分析。 第四頁:預期結論,基於你所學到的知識,如果你討論這個議題,那可能會有如何的結果,為什麼?(請你盡量的想像、推論、猜測...) 第五頁:參考文獻,中文英文都可以,報章雜誌參考資料也可以。	
11	平行輸入有利可圖嗎?(奶粉代購、跑單幫的經濟分析) 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," Economics Letters, 122, 258-262.	presentation 1
12	數量競爭好還是價格競爭好? Cournot and Bertrand Singh and Vives (1984), Price and Quantity competition in a differentiated duopoly, Rand Journal of Economics 546-554.	presentation 2
13	"期末報告"的期中報告 第一二頁:研究構想,討論的議題,研究的動機(為什麼研究這個題目) 第三四頁:文獻回顧,資料收集,網站資料或報章雜誌相關的報導。(除了閱讀之外,也別忘了將資料來源放在第10頁) 第五六頁:模型設計,為了要討論這個問題,想要設立怎麼樣的模型來分析。 第七八九頁:問題與討論 第十頁:參考文獻,中文英文都可以,報章雜誌參考資料也可以。	presentation 3
14	開放外國產品進口,是否會傷到本國廠商?(領導者與跟隨者模型的應用) Stackelberg leader-follower Mukherjee and Zhao (2017), Profit raising entry, Journal of Industrial Economics. Ma, H. and C. Zeng (2021), Passive Cross-Holding in a Stackelberg Oligopoly. B. E. Journal of Theoretical Economics.	presentation 4
15	生活中充滿了討價還價,要如何設立議價模型來分析生活中的大小事? 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 5
16	生活中的兩難:當競爭對手也是客戶時要如何對待? Transfer pricing Aya, Mittendorf, and Yoon (2008), Friction in related-party trade when a rival is also a customer, Management Science 54, 1850-1860. Kopel, Löffler, and Pfeiffer (2017) "Complementary monopolies and multi-product firms," Economics Letters, 28-30. Kopel, Löffler, and Pfeiffer (2016) Sourcing strategies of a multi-input-multi-product firm, Journal of Economic Behavior & Organization 127, 30-45	presentation 6
17	"期末報告"的期末報告。以WORD 檔案報告。 期末報告:摘要(200字),前言(包括研究構想、文獻回顧、結論與貢獻、章節架構),模型,議題分析、結論、參考文獻。總共8頁。	
18	"期末報告"再精進。 繳交期末報告。	

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%		✓	✓					出席
期中考成績 Midterm Exam	25%	✓					✓		紙筆測驗
期末考成績 Final Exam	25%		✓	✓	✓	✓			期末報告
作業成績 Homework and/or Assignments	15%	✓		✓	✓	✓			報告
其他 Miscellaneous (上課參與包括問問題、回答問題。)	20%	✓	✓	✓	✓	✓			上課參與
評量方式補充說明 Grading & Assessments Supplemental instructions									
<p>有3次的上台報告：</p> <p>1. 報告為小組文章報告，請用PPT。每一個人都要上台報告。(不是有人做PPT有人報告)</p> <p>2. 個人報告。"期末報告"的期中報告併入作業成績15%中。</p> <p>3. 個人報告。"期末報告"的期末報告併入期末考成績25%中。</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									
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)									
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									