



教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	全球市場與產業分析			學年/學期 Academic Year/Semester	114/2			
課程名稱(英文) Course Name in English	Analysis of Global Market and Industries							
科目代碼 Course Code	IB_52500	系級 Department & Year	碩士 Master	開課單位 Course-Offering Department	國際企業學系			
修別 Type	選修 Elective	學分數/時間 Credit(s)/Hour(s)	3.0/3.0					
授課教師 Instructor	/樂錦榮							
先修課程 Prerequisite								

課程描述 Course Description

This course examines the structures of markets, the strategies adopted by firms involved in the markets, and the overall economic performance of markets and firms respectively. We will start with the contrast between classical economics and industrial organizations studies, and then provide students with an in-depth conceptual framework for understanding the fundamental determinants of competition in industries and the factors that shape the competitive success and failure of firms. Then, we will also apply the framework to analyze firms' performance and strategic issues of firms at business level as a basis of valuation.

Participants of the class require a working knowledge of microeconomics, and we are trying to deepen the understanding of a firm's strategic decision formulation in individual industry through various analytical techniques for understanding and affecting industry competition and competitive behaviors. This course utilizes the case method as the fundamental learning tools, by which we can illustrate real-world applications of the theories presented.

The case write-up should not exceed two pages, and must be well typed, and in a double-spaced format in English. For fair evaluation, no late case write-up will be allowed. The research project should include a detail industry and competitive analysis by the analytical tools which are introduced in the class, and examine the strategic behavior of firms in a particular industry. The project can be done in animation and with multimedia skills, which are basic for the future and can enhance your competitiveness. More details will be provided in later sessions.

課程目標 Course Objectives

國際企業的興起以及國際化、自由化的潮流，任何企業都須面對複雜且多變的國際競爭與挑戰，如何在全球化程度愈來愈高的產業環境中創造優勢，實乃事業經營者必須要思考的重要課題。本課程內容之主軸建立於產業分析模型之探討，包含S-C-P模型、芝加哥模型以及賽局理論模型，以培養學生進行全球產業分析之多元思考能力。此外，企業制訂競爭策略的類型及分析架構、國家優勢的決定因素亦加以闡述，銜接本課程前段產業分析所得之結論，提出企業制訂策略之建議，形成一完整之產業分析。本課程將以實際個案進行全球產業分析，使同學在基礎理論之外亦能充分理解實務應用與運作，深入融會貫通，以培養全球產業分析及策略思考之能力與技巧。

系專業能力 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	具備國際企業管理之進階知識與能力。Students will have advanced knowledge of international business.	●
B	具備多元邏輯思考、問題分析與解決之能力。 Students will be able to identify, analyze and solve business problems using logical and critical thinking.	●
C	具備領導、溝通協調與團隊合作之能力。 Students will be able to demonstrate effective leadership, communication, coordination and teamwork skills.	○
D	具備國際視野以及外語溝通的能力。 Students will be able to communicate in foreign languages and have an awareness on global and cultural diversity issues.	○
E	具備創新、創業之思維與能力。To build a the concept and ability for innovation and entrepreneurship	○
F	具備服務設計與產業分析之能力。Students will be able to demonstrate the advanced abilities for service design and industry analysis.	●
G	具備國際企業倫理之素養。Students will be able to identify and understand the importance of ethical decision making for international business.	

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 of the Course	
2	Basics of Industrial Organization (I-O) and I-O Paradigm (I)	
3	I-O Paradigm (II)	
4	Internet Economics	
5	Strategic Group; Entry Strategy	
6	Video Case I and Practice	
7	Class Cancelled- Tomb Festival	
8	Tight Oligopoly: Introduction to Game Theory	
9	期中考試週 Midterm Exam (Group Research Proposal)	
10	Competitive Posture: To Compete or to Cooperate	
11	Industry Community and Cluster	
12	Industry Evolution	
13	Simulation- BOSS	
14	Simulation- MAGNUS	
15	Full-day Class at NKS	
16	Group Research Project Presentation	
17	Course Wrap-up and Review; Video Case II	
18	期末考試週 Final Exam	

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: Simulation

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
平時成績(含出缺席) General Performance (Attendance Record)	5%	✓		✓				
期中考成績 Midterm Exam	10%				✓			
期末考成績 Final Exam	40%				✓			
作業成績 Homework and/or Assignments	35%		✓	✓				
其他 Miscellaneous (Simulation)	15%	✓	✓					

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.)

(1)* Tirole, J., The Theory of Industrial Organization, MIT Press, 1988; (2) Scherer, F. M., and Ross, D., Industrial Market Structure and Economic Performance, 3rd Edition, Boston: Houghton Mifflin Company, 1990., and (3)* Shepherd, W. G., and Shepherd, J. M., The Economics of Industrial Organization, 5th Edition, Waveland Press, Inc., 2004.

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.)

<http://www.elearn.ndhu.edu.tw/moodle/>

其他補充說明 (Supplemental instructions)