

國立東華大學
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		115/1
課程名稱(英文) Course Name in English	Industrial Organization and Trade Theory				
科目代碼 Course Code	EC_M5030	系級 Department & Year	碩士	開課單位 Course-Offering Department	經濟學系
修別 Type	選修 Elective	學分數/時間 Credit(s)/Hour(s)		3.0/3.0	
授課教師 Instructor	/林燕淑				
先修課程 Prerequisite					
課程描述 Course Description					
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. 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. 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. I hope to train students who are interested in doing research. Students can apply this skill for futher research.					
課程目標 Course Objectives					
The development of international trade theory has developed for a long time, but the assumption of perfect competition or monopoly market structure commonly used in trade theory needs to be revised due to the development of industry. With incomplete competition and information, students can learn the role of "strategy" in trade theory and policy, and apply what they have learned to fields such as environmental economics, regional economics, and find out solutions in the age of digital economy. The most important thing is to cultivate students' ability to find problems, design models, answer questions, and write an essay/report.					
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	數理分析能力：通曉經濟學的進階理論技巧，應用數學與賽局解決經濟議題的能力。 Mathematical analysis skills: Mastering in intermediate application of mathematical theories and game theory in analyzing economic issues.				●
B	實證經濟分析能力：通曉經濟學的進階實證技巧，善用資訊科技進行資訊蒐集、資料統計與計量分析。 Empirical analysis skills: Mastering in intermediate application of statistics and econometrics in data collection and examination.				
C	微觀經濟之闡釋能力：通曉進階個體經濟學相關的理論與應用。 Microeconomic perspective: Thorough understanding of intermediate microeconomic theories and relevant application.				●
D	宏觀經濟之闡釋能力：通曉進階總體經濟學相關的理論與應用。 Macroeconomic perspective: Thorough understanding of intermediate macroeconomic theories and relevant application.				

E	自我調整適應社會之能力：具備適應現代社會的學養以及就業能力。Employment opportunities: capabilities of working on important policy and decision challenges in business and government	○
F	溝通表達能力：思路清晰，有能力與人溝通並撰寫進階專業研究報告。Communication skills: Having a clear mind and capability in writing an intermediate professional academic report.	●

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	must understand
2	Licensing 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	homework
3	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	small test
4	Vertical Integration and Separation 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 Milliou 2020, Vertical integration without intrafirm trade, Economics Letters.	presentation 1
5	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.	presentation 2
6	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.	presentation 3
7	Privatization Wang, Mukherjee, and Zeng, (2020) "Does technology licensing matter for privatization? Journal of Public Economic Theory, 1-19.	presentation 4
8	Partial Ownership Papadopoulos, Petrakis, and Skartados, (2019) "Product innovation transfer under passive partial ownership holdings," Economics Letters 177, 22-25.	presentation 5
9	Mid-term examination	

10	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, 11060 Transfer pricing Aya, Mittendorf, and Yoon (2008), Friction in related-party trade when a rival is also a customer, Management Science 54, 1850-1860.8 全校運動會停課	
11	Vertical licensing Vertical licensing, input pricing, and entry, Bakaouka and Millou, International Journal of Industrial Organization, 2018.	presentation 6
12	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 7
13	Multi-product firm 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 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

彈性 教學 規劃 Flexible Teaching Plan	請勾選(至少需勾選1 個項目): Please tick the box(es). (At least one item is required.):	
	☒	問題討論 Problem-based Discussion
	☐	翻轉教學 Flipped Classroom
	☒	展演實作 Performance / Practical Presentation
	☐	校外參訪 Off-campus Visit
	☐	講座活動 Lecture / Seminar
	☐	線上作業 Online Assignments
	☐	自主學習 Self-directed Learning
	☒	課業輔導 Academic Support
	☐	實驗操作 Experiment Operation
	☐	遠距教學(同步) Distance Learning (Synchronous)
	☐	遠距教學(非同步) Distance Learning (Asynchronous)
	☐	其他(請填寫) Others (Please specify.):
	備註: 本校學期週數自115 學年度起調整為17 週, 為符合1學分18 小時之原則, 請教師規劃安排彈性教學。 Note: From the 115th academic year, the semester will be 17 weeks. Please include flexible teaching activities to meet the required 18 hours per credit.	

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(含出缺席) General Performance (Attendance Record)	15%		✓	✓					attendance
期中考成績 Midterm Exam	30%	✓					✓		Test/Term paper idea presentation
期末考成績 Final Exam	30%		✓	✓	✓	✓			term paper presentation
作業成績 Homework and/or Assignments	10%	✓		✓	✓	✓			on time
其他 Miscellaneous (PPT presentation and discussion in class)	15%	✓	✓	✓	✓	✓			see below
評量方式補充說明 Grading & Assessments Supplemental instructions distribute your PPT 24 hours before your presentation, the earlier the better (5% PPT, 5% presentation)--presenters Please join our discussion in class, very important. Miscellaneous: 5% 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.									
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									
Paul Belleflamme and Martin Peitz (2014), Industrial Organization: Markets and Strategies, Cambridge University Press.									
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									