

# 南臺科技大學 108 學年度第 1 學期課程資訊

課程代碼	1GM00E01
課程中文名稱	產業經濟學專題研討
課程英文名稱	Seminar in Industrial Economics
學分數	3.0
必選修	選修
開課班級	博研經管一甲
任課教師	朱美琴
上課教室(時間)	週四第 2 節(E0603) 週四第 3 節(E0603) 週四第 4 節(E0603)
課程時數	3
實習時數	0
授課語言 1	英語
授課語言 2	
輔導考照 1	
輔導考照 2	
課程概述	Industrial Economics is the study of firms, industries and markets. Thus, the aim of this course is to provide students with an understanding of theoretical models of firm behaviour and of empirical approaches to testing such models. The first part concentrates on understanding firm's behaviours in different market structures. We will also introduce key concepts in game theory and then apply them to some specific industrial economics models. The second part of the course focuses on empirical analysis in industrial economics. We will look at studies of structure and firm/industry performance, dealing with relevant measurement and econometric issues.
先修科目或預備能力	
課程學習目標與核心能力之對應	
中文課程大綱	<ol style="list-style-type: none"> <li>1. Introduction of industrial economics.</li> <li>2. A game theory</li> <li>3. Quantity and Price Setting Models</li> <li>4. Product Differentiation Models</li> <li>5. Empirical Analysis I: theoretical basis</li> <li>6. Empirical Analysis II: SCP</li> <li>7. Summing up: the role of theory and evidence</li> </ol>

英/日文課程大綱	<ol style="list-style-type: none"> <li>1. Introduction of industrial economics.</li> <li>2. A game theory</li> <li>3. Quantity and Price Setting Models</li> <li>4. Product Differentiation Models</li> <li>5. Empirical Analysis I: theoretical basis</li> <li>6. Empirical Analysis II: SCP</li> <li>7. Summing up: the role of theory and evidence</li> </ol>
課程進度表	<p>I. WHAT IS INDUSTRIAL ORGANIZATION? References: W&amp;J, Chapters 1 and 2; C&amp;W, CH 1 Review your intermediate microeconomics or managerial economics text concerning competitive, monopoly, monopolistic competition, and oligopoly markets.</p> <p>II. Taiwan Industrial Development and Industrial Policy, Machinery Industry , Fastener Industry, IC industry, etc.</p> <p>III. Approaches to Market power References: WJ (Ch. 6); Besanko et al. CH8 ; C&amp;W CH 12</p> <ul style="list-style-type: none"> <li>o SCP approach</li> <li>o Structural approach</li> <li>o Empirical examples</li> </ul> <p>IV. Pricing strategies with Market Power C&amp;W, CH4 &amp; 5</p> <p>V. Homogeneous-Product Oligopoly C&amp;W, CH7-8</p> <ol style="list-style-type: none"> <li>(1) Single-Period Oligopoly Models       <ol style="list-style-type: none"> <li>a. Cournot Model</li> <li>b. Bertrand Model</li> </ol> </li> <li>(2) Sequential Moves – Stackelberg Leader</li> </ol> <p>VI. Market Power</p> <ol style="list-style-type: none"> <li>(1) Collusion and Dynamic games References: WJ (Ch. 9 and 10) ; C&amp;W CH 10       <ul style="list-style-type: none"> <li>o Factors affecting collusion</li> <li>o Collusion Imperfect information and imperfect monitoring</li> <li>o Antitrust laws</li> </ul> </li> <li>(2) Differentiated products References: WJ (Ch. 13) ; C&amp;W CH 11       <ul style="list-style-type: none"> <li>o Horizontal differentiation</li> <li>o Vertical differentiation</li> </ul> </li> </ol>

	<ul style="list-style-type: none"> <li>o Approaches to estimation</li> <li>o Examples of market power estimation</li> </ul> <p>(3) Mergers References: WJ (Ch. 4, 4.3)</p> <ul style="list-style-type: none"> <li>o Market definition and the price effect of mergers</li> </ul> <p>VII. Entry (References: WJ Ch. 11 and 12 ; C&amp;W CH 13-14)</p> <ul style="list-style-type: none"> <li>o Definition of entry</li> <li>o Entry deterrence</li> <li>o Limit pricing</li> <li>o Predatory pricing</li> <li>o Excess capacity</li> </ul>
教學方式與評量方法	
指定用書	<p>書名：Industrial Organization: A Strategic Approach          作者：Jeffrey Church and Roger Ware (C &amp; W)          書局：The McGraw-Hill Companies, Inc          年份：2000          ISBN：ISBN 0-256-20571-X          版本：</p>
參考書籍	<p>C&amp;W, the Text is available at: <a href="http://works.bepress.com/jeffrey_church/23">http://works.bepress.com/jeffrey_church/23</a></p> <p>Waldman and Jensen, Industrial Organization: Theory and Practice, 2nd edition (2001)</p> <p>Oz Shy, Industrial Organization: theory and applications, MIT Press, 5th edition</p>
教學軟體	no
課程規範	<p>Keeping Current About Industrial Organization: e-mail me at least once a week with a synopsis of the article you found most interesting during the past week in either the WSJ or other daily or weekly news publication. Each e-mail must list the date and page number(s) of the article, as well as a brief description of the article and an analysis of how this fits into the course.</p> <p>Asking Questions</p>