

國立中山大學 108學年度第2學期 課程教學大綱

National Sun Yat-sen University 108Academic year Course syllabus

中文名稱 Course name(Chinese)	產業經濟學（一）			課號 Course Code	ECON653
英文名稱 Course name(English)	INDUSTRIAL ECONOMICS(I)				
課程類別 Type of the course	講授類	必選修 Required/Selected	必修	系所 Dept./faculty	經濟學研究所 碩士班
授課教師 Instructor	鄭宜玲			學分 Credit	3

因應嚴重特殊傳染性肺炎(武漢肺炎)，倘若後續需實施遠距授課，授課方式調整如下：

- ☐ 同步遠距【透過網路直播技術，同時進行線上教學，得採Microsoft Teams、Adobe connect等軟體進行】
- ☒ 同步遠距含錄影【透過網路直播技術，同時進行線上教學並同時錄影，課程內容可擇日再重播，得採Microsoft Teams、Adobe connect等軟體進行】
- ☐ 非同步遠距【課堂錄影或錄製數位教材放置網路供學生可非同時進行線上學習，得採EverCam、PPT簡報錄影、錄音方式進行】
- ☐ 實作類課程，經評估無法採遠距課程教學，後續復課後密集補課

★遠距教學軟體操作說明連結

因應嚴重特殊傳染性肺炎(武漢肺炎)，倘若後續需實施遠距授課，評分方式調整如下：

- 1.線上口頭報告：60%
- 2.作業與平時成績：40%

課程大綱 Course syllabus

1. The spatial pricing
2. The spatial competition of a Bertrand oligopoly
3. The spatial competition of a Cournot oligopoly
4. Quality selection and R&D competition
5. Vertical Product differentiation.
6. Quality competition by multiproduct firms
7. Spatial competition of multiproduct oligopoly (Location of Chain stores)
8. Product Quality and Market-share Leadership of Network Goods
9. Platform competition
10. Product Proliferation and first mover advantage

課程目標 Objectives

The course includes economic modeling, game theory, and several empirical examples. We explore different strategies of firms in product markets and the related applications. We will start from the location theory and further extend it to the issues of product differentiation, product quality, R&D investments, multi-product firms, network externality, platforms' competition, entry deterrence and many others. The basic objective of the course is to enable the student to understand the structure of markets and the nature of strategic competition.

授課方式 Teaching methods

Oral teaching

評分方式〔評分標準及比例〕Evaluation (Criteria and ratio)等第制單科成績對照表 [letter grading reference](#)

- 1.期中考：35%

- 2.期末口頭報告：35%
3.作業與平時成績：30%

參考書/教科書/閱讀文獻 Reference book/ textbook/ documents

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A. Handout and some recent papers

B. Books

Tirole, J. 1988. The Theory of Industrial Organization. Cambridge, MA: The MIT Press.

賴乎權、姚仁德、余家銘、孫嘉宏，區域經濟學，2011，翰蘆圖書公司。

每週課程內容及預計進度 Weekly scheduled progress

週次	日期	授課內容及主題
Week	Date	Content and topic
1	2020/02/27~2020/02/29	The spatial pricing
2	2020/03/01~2020/03/07	The spatial pricing
3	2020/03/08~2020/03/14	The spatial competition of a Bertrand oligopoly
4	2020/03/15~2020/03/21	The spatial competition of a Cournot oligopoly
5	2020/03/22~2020/03/28	Quality selection and R&D competition
6	2020/03/29~2020/04/04	Quality selection and R&D competition
7	2020/04/05~2020/04/11	Vertical production differentiation
8	2020/04/12~2020/04/18	Vertical production differentiation
9	2020/04/19~2020/04/25	Midterm
10	2020/04/26~2020/05/02	Quality competition by multiproduct firms
11	2020/05/03~2020/05/09	Quality competition by multiproduct firms
12	2020/05/10~2020/05/16	Quality competition by multiproduct firms
13	2020/05/17~2020/05/23	Spatial competition of multiproduct oligopoly (Location of Chain stores)
14	2020/05/24~2020/05/30	Product Quality and Market-share Leadership of Network Goods
15	2020/05/31~2020/06/06	Platform competition
16	2020/06/07~2020/06/13	First mover advantage by product proliferation
17	2020/06/14~2020/06/20	Final report
18	2020/06/21~2020/06/24	Final report

課業討論時間 Office hours

時段1 Time period 1:

時間 Time：星期二12:00-14:00

地點 Office/Laboratory：SS4040-1

時段2 Time period 2:

時間 Time：星期三12:00-14:00

地點 Office/Laboratory：SS4040-1

系所學生專業能力/全校學生基本素養與核心能力 basic disciplines and core capabilities of the department and the university

系所學生專業能力/全校學生基本素養與核心能力 basic disciplines and core capabilities of the department and the university	課堂活動與評量方式 Class activities and evaluation										課外閱讀 Outside reading.
	本課程欲培養之能力與素養 This course enables students	紙筆考試或測驗 Test.	課堂討論(含個案討論) Group discussion (case analysis).	個人書面報告、作業、作品、實驗 Individual paper report/ assignment/	群組書面報告、作業、作品、實驗 Group paper report/ assignment/	個人口頭報告 Individual oral presentation.	群組口頭報告 Group oral presentation.	課程規劃之校外參訪及實習 Off-campus visit and intership.	證照/檢定 License.	參與課程規劃之校內外活動及競賽 Participate in off-campus/on-campus activities and competitions.	

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[illegible]

Lifelong learning											
4.倫理與社會責任。 4. Ethics and social responsibility											
5.美感品味。 5. Aesthetic appreciation											
6.創造力。 6. Creativity											
7.全球視野。 7. Global perspective											
8.合作與領導能力。 8. Team work and leadership											
9.山海胸襟與自然情懷。 9. Broad-mindedness and the embrace of nature											

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