

國立中山大學 109學年度第2學期 課程教學大綱

National Sun Yat-sen University 109Academic 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.Report：60%
 2.Homework：40%

課程大綱 Course syllabus

1. Spatial pricing of multiproduct monopoly
2. Spatial competition, and product differentiation
3. Quality selection and R&D competition
4. Vertical product differentiation, and demand uncertainty
5. Quality competition of multiproduct firms
6. Spatial competition of multiproduct oligopoly (Location of Chain stores)
7. Network externalities
8. Two-sided markets and platform competition
9. Product proliferation and first mover advantage
10. Product-line design and selection of distribution Channels

課程目標 Objectives

This course employs the game and location theories to study the different issues in industrial organization, which covers spatial pricing, product differentiation, R&D, quality competition, multiproduct firms, brand proliferation, demand uncertainty, network externalities, two-sided markets, platform competition, brand proliferation and first mover advantage...etc.

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. Midterm : 30%
2. Oral Report : 40%
3. Homework : 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 (for your reference)
 (i) Tirole, J. 1988. The Theory of Industrial Organization. Cambridge, MA: The MIT Press.
 (ii) Paul Belleflamme and Martin Peitz (2015), Industrial Organization – Markets and Strategies, 2nd Edition, Cambridge, UK: Cambridge University Press

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	2021/02/21~2021/02/27	Math preliminaries
2	2021/02/28~2021/03/06	Spatial pricing of multiproduct monopoly
3	2021/03/07~2021/03/13	Spatial competition and product differentiation
4	2021/03/14~2021/03/20	Quality selection and R&D competition
5	2021/03/21~2021/03/27	Quality selection and R&D competition
6	2021/03/28~2021/04/03	Price vs. quantity competition in a vertical differentiation model.
7	2021/04/04~2021/04/10	Price vs. quantity competition in a vertical differentiation model.
8	2021/04/11~2021/04/17	Midterm
9	2021/04/18~2021/04/24	Quantity competition with multiproduct firms
10	2021/04/25~2021/05/01	Quantity competition with multiproduct firms
11	2021/05/02~2021/05/08	Demand uncertainty
12	2021/05/09~2021/05/15	Network externalities
13	2021/05/16~2021/05/22	Two-sided markets and platform competition
14	2021/05/23~2021/05/29	First mover advantage by product proliferation
15	2021/05/30~2021/06/05	Product-line design and selection of distribution channels
16	2021/06/06~2021/06/12	Locations of chain stores
17	2021/06/13~2021/06/19	Final report
18	2021/06/20~2021/06/26	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	課堂活動與評量方式 Class activities and evaluation										
	本課程欲培養	紙筆	課堂討論(含	個人書面報告、作	群組書面報告、作	個人口頭報告	群組口頭報告 Group	課程規劃之校	證照/檢定	參與課程規劃之校內外	課外閱讀

disciplines and core capabilities of the department and the university	之能力與素養 This course enables students to achieve.	考試或測驗 Test.	個案討論 Group discussion (case analysis).	業、作品、實驗 Individual paper report/ assignment/ work or experiment.	業、作品、實驗 Group paper report/ assignment/ work or experiment.	Individual oral presentation.	oral presentation.	外參訪及實習 Off-campus visit and intership.	License.	活動及競賽 Participate in off-campus/ on-campus activities and competitions.	Outside reading. 課外閱讀 Outside reading. 課外閱讀 Outside reading.
※系所學生專業能力 Basic disciplines and core capabilities of the department											
1.經濟分析。 1. The ability to conduct economic analysis.	V	V		V		V					
2.專業技術。 2. The ability to improve professional skills.	V	V		V		V					
3.國際視野與國際移動能力。 3. The ability to form international visions and work across countries.											
4.守法紀與積極進取的態度。 4. The attitudes to abide laws and to take initiatives.											
5.問題解決能力。 5. The ability to solve problems.											
6.職涯發展的瞭解及規劃。 6. The ability to understand career options and conduct career planning.											
7.專業能力與職涯發展。 7. The ability to achieve proficiency and progress in a career path .											
8.發掘、分析及處理經濟相關議題之能力。 8. Developing analytical capacity to explore and study	V			V		V					

[illegible]

2.探究與批判 思考能力。 2. Inquisitive and critical thinking abilities	V	V		V		V					
3.終身學習能 力。 3. Lifelong learning											
4.倫理與社會 責任。 4. Ethnics 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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