

國立中山大學 107學年度第2學期 課程教學大綱

National Sun Yat-sen University 107Academic 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

課程大綱 Course syllabus

1. The decision behavior of the monopoly
2. The spatial pricing
3. The Bertrand competition of the spatial oligopoly
4. The Cournot (Quantity) competition of the spatial oligopoly
5. Quality selection and R&D competition
6. Price competition vs. quantity competition in a vertical differentiation model.
7. Quantity competition and vertical differentiation with multiproduct firms
8. Price competition and vertical differentiation with multiproduct firms
9. An analytical model of a multiproduct duopoly with vertical differentiation
10. Product differentiation competition of the spatial oligopoly

課程目標 Objectives

This course employs the industrial organization theory to study the spatial or regional topics in the real world. We will first introduce the location theory, and then focus on the main issues in the literature and recent research directions.

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

〔請遵守智慧財產權觀念，不可非法影印。教師所提供之教材供學生本人自修學習使用,不得散播及做為商業用途〕

No copies for intellectual property rights. Textbooks provided by the instructor used only for self-study, can not broadcast or commercial use

- A. Handout and some recent papers
B. Books
Tirole, J. 1988. The Theory of Industrial Organization. Cambridge, MA: The MIT Press.
賴孚權、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	2019/02/18~2019/02/24	The decision behavior of the monopoly
2	2019/02/25~2019/03/03	The spatial pricing
3	2019/03/04~2019/03/10	The spatial pricing
4	2019/03/11~2019/03/17	The Bertrand competition of the spatial oligopoly
5	2019/03/18~2019/03/24	The Bertrand competition of the spatial oligopoly
6	2019/03/25~2019/03/31	The Cournot (Quantity) competition of the spatial oligopoly
7	2019/04/01~2019/04/07	Quality selection and R&D competition

課業討論時間 Office hours

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

[illegible]

文件之取得能力。											
11.遵守生活倫理及承擔社會責任之能力。											
12.對自己職涯發展有充分的瞭解及規劃。											
13.瞭解與自我職涯發展有關的產業環境與發展情形。											
14.提昇面對問題時理性解決問題之能力。											
※全校學生基本素養與核心能力 Basic disciplines and core capabilities of the university											
1.表達與溝通能力。	V		V			V					
2.探究與批判思考能力。	V		V			V					
3.終身學習能力。											
4.倫理與社會責任。											
5.美感品味。											
6.創造力。											
7.全球視野。											
8.合作與領導能力。											
9.山海胸襟與自然情懷。											