1012學期 課程基本資料

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<td>彭作奎</td>
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第一部分 Part I (※依課程委員會審議之內容決議填入)

一、教學目標所要達成之能力培養項目：

【基本素養/核心能力 Core Literacy/Core Competencies

基本素養/核心能力 Core Literacy/Core Competencies

專業能力

溝通能力

分析與問題解決能力

倫理觀

國際觀

相關性 Relevance

高度相關

中度相關

三、符合教學目標之課程內容設計

1. Overview of Industrial Organization
2. Monopoly Power in Theory and Practice
   A. Price Discrimination and Monopoly
   B. Product Differentiation and Monopoly
3. Oligopoly and Strategic Interaction
   A. Static Games and Corot Competition
   B. Price Competition
   C. Dynamic Games
4. Anticompetitive Strategies
   A. Limit Pricing and Entry Deterrence
   B. Predatory Conduct
   C. Collusion
5. Contractual Relations Between Firms
   A. Horizontal Mergers
   B. Vertical and Conglomerate Mergers
6. Non-price Competition
   A. Advertising, Market Power, and Information
   B. Research & Development
   C. Patents and Patent Policy
7. High-technology Industries and International Comparison
   A. Empirical Studies of the High-technology Industries
   B. Biotechnology Industry
   C. Health Food Industry

四、先修科目

Pre taking Microeconomics and Econometrics are highly recommended.

参考書目

1. Textbook:
2. Reading list:
   Topic 1：Overview of Industrial Organization
   (2)Kohala, Rajindar K. and Manjulika Koshal, Economies of Scale and Scope in Higher Education: A Case of Comprehensive Universities, Ohio University, Athens Press.
A. Empirical Studies of the High-Technology Industries


B. Research & Development

http://www.bepress.com/jioe/vol1/iss1/8


C. Health Food Industry

2013/4/2  Oligopoly and Strategic Interaction A. Static Games and Corot Competition B. Price
Competition C. Dynamic Games

2013/4/9  Anticompetitive Strategies A. Limit Pricing and Entry Deterrence B. Predatory Conduct
C. Collusion

2013/4/16  Anticompetitive Strategies A. Limit Pricing and Entry Deterrence B. Predatory Conduct
C. Collusion

2013/4/23  Mid-term Exam

2013/4/30  Contractual Relations Between Firms A. Horizontal Mergers B. Vertical and
Conglomerate Mergers

2013/5/7  Contractual Relations Between Firms A. Horizontal Mergers B. Vertical and
Conglomerate Mergers

2013/5/14  Non-price Competition A. Advertising, Market Power, and Information B. Research &
Development C. Patents and Patent Policy

2013/5/21  Non-price Competition A. Advertising, Market Power, and Information B. Research &
Development C. Patents and Patent Policy

2013/5/28  Non-price Competition A. Advertising, Market Power, and Information B. Research &
Development C. Patents and Patent Policy

2013/6/4  High-technology Industries and International Comparison A. Empirical Studies of the
High-technology Industries B. Biotechnology Industry C Health Food Industry

2013/6/11  High-technology Industries and International Comparison A. Empirical Studies of the
High-technology Industries B. Biotechnology Industry C Health Food Industry

2013/6/18  Final Report Presentation

2013/6/25  Final Report Presentation

四、多元評量方式
(Evaluation)

【所選評量方式之評分加總為100分】

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五、講義位址
(Homepage)

http://learn.asia.edu.tw/scanxp/scan_frm.asp