

南臺科技大學 106 學年度第 1 學期課程資訊

課程代碼	65D00N01
課程中文名稱	管理經濟學
課程英文名稱	Managerial Economics
學分數	3.0
必選修	選修
開課班級	四國際商務二甲
任課教師	許淑嫻
上課教室(時間)	週四第 2 節(S516) 週四第 3 節(S516) 週四第 4 節(S516)
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	<p>Managerial Economics is the application of economic theory and methodology to managerial decision making problems within various organizational settings such as a firm or a government agency. The emphasis in this course will be on demand analysis and estimation, production and cost analysis under different market conditions, forecasting and decision making.</p> <p>1.使學習者能以經濟思考方式來做企業決策。 2.將經濟理論實際應用到管理決策上。 3.應用管理經濟學跨越的學問，方便修習相關課程，奠定學術基礎。</p>
先修科目或預備能力	
課程學習目標與核心能力之對應	<p>※編號，中文課程學習目標，英文課程學習目標，對應系指標 -----</p> <p>1.國際商務知識，knowledge of International business，1 國際商務知識 2.資料分析能力，capability of data analysis，4 資料分析能力 3.實務技能，practical skills，9 實務技能 4.邏輯思考能力，logical thinking，12 邏輯思考能力</p>
中文課程大綱	<p>第 01 章 基本觀念 第 02 章 需求 第 03 章 彈性 第 04 章 供給</p>

	<p>第 05 章 競爭市場</p> <p>第 06 章 經濟效率</p> <p>第 07 章 貿易</p> <p>第 08 章 成本</p> <p>第 09 章 獨占</p> <p>第 10 章 定價策略</p> <p>第 11 章 策略性的思考</p> <p>第 12 章 寡占</p> <p>第 13 章 外部性</p> <p>第 14 章 訊息不對稱</p> <p>第 15 章 誘因與組織</p> <p>第 16 章 經濟管制</p>
英/日文課程大綱	<ol style="list-style-type: none"> 1. Use the theory of the firm to model business organizations 2. Apply demand theory to establish the elasticity of demand 3. Use demand estimation to forecast demand trends and change 4. Apply production theory to manage production 5. Use cost theory to establish short and long run behavior 6. Describe market structures to establish market equilibrium 7. Use game theory to decide on strategies 8. Use pricing strategies to enable organizational coherence 9. Carry out investment analyses to manage assets and capital 10. Use macroeconomic principles to address market failures
課程進度表	<p>Week1: grading policy and course introduction</p> <p>Week2: Part 1-introduction and goals of the firm and the fundamental economic concepts</p> <p>Week3: demand analysis</p> <p>Week4: estimating demand</p> <p>Week5: business and economic forecasting</p> <p>Week6: managing in the global economy</p> <p>Week7: production economics</p> <p>Week8: cost analysis</p> <p>Week9: midterm examination</p> <p>Week10: prices, output and strategy</p> <p>Week11: price and output determination-monopoly and dominant firms</p> <p>Week12: price and putput determination-oligopoly</p> <p>Week13: best practice tactics-game theory</p> <p>Week14: pricing techniques and analysis</p> <p>Week15: contracting, governance and organizational form</p> <p>Week16: government regulation</p>

	<p>Week17: long term investment analysis</p> <p>Week18: performance evaluation</p>
<p>教學方式與評量 方法</p>	<p>※課程學習目標，教學方式，評量方式</p> <p>-----</p> <p>國際商務知識，分組討論，口頭報告</p> <p>資料分析能力，分組討論，筆試</p> <p>實務技能，分組討論，口頭報告</p> <p>邏輯思考能力，分組討論，口頭報告</p>
<p>指定用書</p>	<p>書名：managerial economics</p> <p>作者：James McGuigan, Charles Moyer, Frederick Harris</p> <p>書局：HwaTai Publishing</p> <p>年份：2017</p> <p>ISBN：978-1-305-50638-1</p> <p>版本：14th</p>
<p>參考書籍</p>	
<p>教學軟體</p>	<p>PPT</p>
<p>課程規範</p>	<p>students have to keep in mind that question shooting and question solving are equally important.</p>