朝陽科技大學 093學年度第2學期教學大綱
Industrial Economics 產業經濟學

當期課號	1866	Course Number	1866
授課教師	許義忠	Instructor	HSU,YI CHUNG
中文課名	產業經濟學	Course Name	Industrial Economics
開課單位	會計系(四日)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	產業經濟學是個體經濟學的一環，是專門討論經濟體系內各種產業的組織或結構，分析廠商的行爲，及足以影響廠商行爲與整體經濟績效的政府政策、法令等。由於它的討論重心在於產業結構與廠商行爲，因此它又稱爲產業結構或產業組織。產業經濟學較專注於廠商的行爲，政府的政策及各種不同產業結構的分析，因此較爲精細而複雜。它同時運用統計計量方法，去分析資料，是屬於一門較爲專門而實用的科學。	Objectives	Industrial economics is best defined as the application of microeconomic theory to the analysis of firms, markets and industries. Stigler(1968) argues that industrial economics does not really exist as a separate discipline, that it its simply differentiated microeconomics. This misses the point. The distinction arises from the overriding emphasis, in industrial economics, on empirical work and on implications for policy. Although the main focus has been on the secondary (or industrial) sector of the economy, there is no reason why study of the primary or tertiary sectors of the economy should not also be included.
教材	產業經濟學／Industrial Economics 作者：陳正倉，林惠玲，陳忠榮，莊春發 出版商：雙葉書廊	Teaching Materials	
成績評量方式	期中考佔30%，期末考佔35%，作業佔5%，小考與平時表現佔30%	Grading	Mid-term: 30%; Final exam: 35%; Assignments 5%; Test: 30%
教師網頁	www.cyut.edu.tw/~hyc		
教學內容	This course focus on independent judgment is one feature; it is extended in chapter 2's appendix on student research papers. Another feature is the basic format, which presents the forms of competition and monopoly in chapters 1 through 3 and then moves immediately to monopoly's effects on performance in chapters 4 and 5. Still another feature is the many compact case studies, grouped in chapters 13 and 14.	Syllabus	This course focus on independent judgment is one feature; it is extended in chapter 2's appendix on student research papers. Another feature is the basic format, which presents the forms of competition and monopoly in chapters 1 through 3 and then moves immediately to monopoly's effects on performance in chapters 4 and 5. Still another feature is the many compact case studies, grouped in chapters 13 and 14.

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