朝陽科技大學 096學年度第2學期教學大綱
Industrial Economics 產業經濟學

當期課號	1344	Course Number	1344
授課教師	阮氏清萍	Instructor	NGUYEN THI,THANH BINH
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，陳正倉、林惠玲、陳忠榮、莊春發等著，雙葉書廊有限公司。	Teaching Materials	Industrial Economics (Chen et al.)
成績評量方式	平時成績 30% 期中考試 30% 期末考試 40%	Grading	Participation 30% Midterm exam. 30% final exam. 40%
教師網頁			
教學內容	本課教學內容係希望採深入淺出方式，引導同學產業經濟學，同時搭配理論教學中之實務個案研究，並藉由問題研討來學以致用，以期能達理論與實務結合之教學目標。	Syllabus	The object of this lecture is to study the framework of Industrial economics, including primary academic theory and empirical analysis. Through actual case study, we hope that students could apply the text material to actual situation.

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