朝陽科技大學 097學年度第1學期教學大綱
Industrial Economics 產業經濟學

當期課號	1121	Course Number	1121
授課教師	莊耿忠	Instructor	,
中文課名	產業經濟學	Course Name	Industrial Economics
開課單位	財務金融系(四日)四A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	首先介紹生產者行爲、生產函數、成本函數的概念。接著介紹各種市場包括完全競爭市場、獨占市場、壟斷性競爭市場及寡佔市場結構。接著是要素市場包括完全競爭市場下要素市場。最後介紹市場失靈及經濟效率。	Objectives	We begin with examining the concepts of the production function and cost function. The next step focuses on the market structure, which includes the concepts of competitive market, monopolistic competition, monopoly and oligopoly. Finally, markets for factor inputs, market failure and economic efficiency are introduced.
教材	產業經濟學二版--陳正倉林惠玲等合著	Teaching Materials	Industrial Economics 2nd edition
成績評量方式	平時成績40% 期中成績30% 期末成績30%	Grading	Quiz & homework 40% Midterm 30% Final 30%
教師網頁	_		
教學內容	本課程系統性的探討經濟學中的一個領域-產業組織。產業組織並不探討如何去經營或組織一個企業，而是探討如何透過市場組織機能，使生產活動能滿足社會對產品與勞務的需求。以及市場組織的差異與不完全性，如何影響生產者滿足社會需要之程度。此外，本課程除以講授爲主外，更強調課堂上與學生的討論與互動，並且以作業方式訓練學生的研究能力。透過本課程強化學生對產業經濟學概念、培養學生分析產業經濟現象的能力。進一步啓發學生對產業經濟現象的觀察敏銳度與興趣，並且能融入生活課題中。	Syllabus	This course systematically explores the field of economics traditionally known as industrial organization. This course concerns with how productive activities are bought into harmony with the demand for goods and services through some organizing mechanism such as a free market. And how variations and imperfections in the organizing mechanism affect the success achieved in satisfying an economy's wants. Students are expected to have a good outlook for the industrial organization and the application of the industrial organization. This course gives students housework to train their study ability. Through the course I hope they can strengthen their concept about industrial organization and analysis, and they can develop their ability of analyzing industrial organization phenomenon. Further, I try to enlighten them to be interested in observe economic phenomenon, and use industrial organization in their daily life.

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