

**朝陽科技大學 098學年度第2學期教學大綱**  
**Method of Industry Analysis 產業分析方法**

<b>當期課號</b>	7119	<b>Course Number</b>	7119
<b>授課教師</b>	陳建宏	<b>Instructor</b>	CHEN,CHIEN HUNG
<b>中文課名</b>	產業分析方法	<b>Course Name</b>	Method of Industry Analysis
<b>開課單位</b>	台灣產業策略發展博士學位學程一A	<b>Department</b>	
<b>修習別</b>	選修	<b>Required/Elective</b>	Elective
<b>學分數</b>	3	<b>Credits</b>	3
<b>課程目標</b>	藉由產業分析方法及個案之介紹，增進學生實務應用能力。	<b>Objectives</b>	The objective of this course is to study the method of industry analysis, and to provide some case study. We hope that the students could apply the text materials to actual situation.
<b>教材</b>	自編教材	<b>Teaching Materials</b>	The Teaching Materials are edited by lecturer
<b>成績評量方式</b>	作業與討論 70% 期末報告 30%	<b>Grading</b>	Home work and disscussion 70% term paper 30%
<b>教師網頁</b>	-		
<b>教學內容</b>	本課程主要討論經濟體系內各種產業的組織或結構，分析廠商的行為，及足以影響廠商行為與整體經濟績效的政府政策、法令等。同時運用統計計量等方法，對各種不同產業結構及資料加以分析，是屬於一門較為專門而實用的科學。	<b>Syllabus</b>	The object of this lecture is to study the method of industry analysis, 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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