

朝陽科技大學 099學年度第1學期教學大綱  
Competitive Analysis for Insurance Industry 金融保險產業競爭分析

當期課號	7602	Course Number	7602
授課教師	康裕民	Instructor	
中文課名	金融保險產業競爭分析	Course Name	Competitive Analysis for Insurance Industry
開課單位	保險金融管理系碩士在職專班一A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程在提供對於保險金融業的產業結構與廠商行為的認識。產業結構方面的議題包括金融保險業產業結構的構成；金融保險業產業結構變遷。廠商行為方面的議題包括競爭互動與產業結構演變；產業結構變動與商品創新。	Objectives	This lesson provides the recognition about industry structure and firms' behavior of insurance and financial industry. The issues about industry structure include the composition and development of insurance and financial industry. The issues about firms' behavior include their strategic interactions, changes of industry structures and innovations of products.
教材	自編講義	Teaching Materials	From edits the printed lecture
成績評量方式	1.期中考：2.期末考：3.平常討論：	Grading	1.Midterm：2.Final report：3.Discuss：
教師網頁	-		
教學內容	本課程在提供對於保險金融業的產業結構與廠商行為的認識。產業結構方面的議題包括金融保險業產業結構的構成；金融保險業產業結構變遷。廠商行為方面的議題包括競爭互動與產業結構演變；產業結構變動與商品創新。	Syllabus	This lesson provides the recognition about industry structure and firms' behavior of insurance and financial industry. The issues about industry structure include the composition and development of insurance and financial industry. The issues about firms' behavior include their strategic interactions, changes of industry structures and innovations of products.

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