

## 國立中山大學 110學年度第1學期 課程教學大綱

## National Sun Yat-sen University 110Academic year1st Semester Course syllabus

中文名稱 Course name(Chinese)	管理經濟學		課號 Course Code	EMBA934
英文名稱 Course name(English)	MANAGERIAL ECONOMICS			
課程類別 Type of the course	講授類	必選修 Required/Selected	必修	系所 Dept./faculty
授課教師 Instructor	吳基崑		學分 Credit	3

因應嚴重特殊傳染性肺炎(武漢肺炎)，倘若後續需實施遠距授課，授課方式調整如下：Since COVID-19, if distance learning is necessary, the teaching methods would adjust as follows:

- 同步遠距【透過網路直播技術，同時進行線上教學，得採Microsoft Teams、Adobe connect等軟體進行】
- 同步遠距含錄影【透過網路直播技術，同時進行線上教學並同時錄影，課程內容可擇日再重播，得採Microsoft Teams、Adobe connect等軟體進行】
- 非同步遠距【課堂錄影或錄製數位教材放置網路供學生可非同時進行線上學習，得採EverCam、PPT簡報錄影、錄音方式進行】
- 實作類課程，經評估無法採遠距課程教學，後續復課後密集補課

★遠距教學軟體操作說明連結

因應嚴重特殊傳染性肺炎(武漢肺炎)，倘若後續需實施遠距授課，評分方式調整如下：Since COVID-19, if distance learning is necessary, the evaluation would adjust as follows:

- 1.期中報告：50%
- 2.期末報告：50%

## 課程大綱 Course syllabus

- 本課程教學大綱已提供完整英文資訊（本選項僅供統計使用，未提供完整英文資訊者，得免勾記）【Provide information of course syllabus in English.(This is for statistical use only. For those who do not provide information of course syllabus in English, do not check this field.)】

管理經濟學主要探討個體經濟學在管理實務的應用，目的在使同學具有基礎策略分析能力，本課程的前半段我們將以管理的觀點來介紹經濟學的基礎分析工具，課程後半段我們將介紹目前商業策略分析最受歡迎的工具—賽局理論，並以實際管理策略案例，期使同學能真正應用賽局理論於管理實務中。

Management Economics mainly discusses the application of individual economics in management practice. The purpose is to enable students to have basic strategy analysis skills. In the first half of semester, we will introduce the basic analysis tools of economics from the perspective of management. In the second half of semester, we will introduce the game theory, and give the case in reality. We hope students can apply the game theory to management practice.

## 課程目標 Objectives

管理經濟學著重在培養修課同學經濟分析的能力，期使同學在面臨各種經濟或管理實務問題時，具有分析的技巧。  
Management economics focuses on students' analysis skills, and they can use this skills to face various economic or management problems.

## 授課方式 Teaching methods

講授  
Lecture

評分方式〔評分標準及比例〕Evaluation (Criteria and ratio)等第制單科成績對照表 [letter grading reference](#)

- 1.課堂參與與作業 Class Participation : 50%
- 2.報告 Report : 50%

參考書/教科書/閱讀文獻 Reference book/ textbook/ documents

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自編講義  
Self-made Material

每週課程內容及預計進度 Weekly scheduled progress

週次	日期	授課內容及主題
Week	Date	Content and topic
1	2021/09/19~2021/09/25	經濟學概論 Introduction to Economics
2	2021/09/26~2021/10/02	經濟思維 II Economics Thinking II
3	2021/10/03~2021/10/09	誘因與剩餘 Incentives and surplus
4	2021/10/10~2021/10/16	市場結構 Market Structure
5	2021/10/17~2021/10/23	經濟利潤與競爭優勢 Economic Profit and Competitive Advantage
6	2021/10/24~2021/10/30	書本討論(個人)：致命的均衡 Book Discussion
7	2021/10/31~2021/11/06	書本討論：三個商學院教授的公路筆記 I Book Discussion
8	2021/11/07~2021/11/13	賽局導論 Game Theory
9	2021/11/14~2021/11/20	Nash 均衡 Nash Equilibrium
10	2021/11/21~2021/11/27	經典賽局及其策略應用I Game and strategical Application I
11	2021/11/28~2021/12/04	經典賽局及其策略應用II Game and strategical Application II
12	2021/12/05~2021/12/11	經典賽局及其策略應用III Game and strategical Application III
13	2021/12/12~2021/12/18	資訊經濟學 Information Economics
14	2021/12/19~2021/12/25	演講 Lecture
15	2021/12/26~2022/01/01	總經議題討論 Macroeconomics Issue Discussion
16	2022/01/02~2022/01/08	總經議題討論 Macroeconomics Issue Discussion
17	2022/01/09~2022/01/15	總經議題討論 Macroeconomics Issue Discussion
18	2022/01/16~2022/01/22	總經議題討論 Macroeconomics Issue Discussion

課業討論時間 Office hours

時段1 Time period 1:  
時間 Time : 星期一09:30-11:30  
地點 Office/Laboratory : 4095  
時段2 Time period 2 :  
時間 Time : 星期三09:30-11:30  
地點 Office/Laboratory : 4095

系所學生專業能力/全校學生基本素養與核心能力 basic disciplines and core capabilities of the department and the university

系所學生專業能力/全校學生基本素養與核心能力 basic disciplines and core capabilities of the department and the university	課堂活動與評量方式 Class activities and evaluation										
	本課程欲培養之能力與素養 This course enables students to achieve.	紙筆考試或測驗 Test.	課堂討論(含個案討論) Group discussion (case analysis).	個人書面報告、作業、作品、實驗 Individual paper report/ assignment/ work or experiment.	群組書面報告、作業、作品、實驗 Group paper report/ assignment/ work or experiment.	個人口頭報告 Individual oral presentation.	群組口頭報告 Group oral presentation.	課程規劃之校外參訪及實習 Off-campus visit and intership.	證照/檢定 License.	參與課程規劃之校內外活動及競賽 Participate in off-campus/on-campus activities and competitions.	課外閱讀 Outside reading.
※系所學生專業能力 Basic disciplines and core capabilities of the department											
1.瞭解國際管理新知 1. Exploring updated knowledge of											

International Business.												
2.高階經營人才的再培育 2. Re-educating senior working professionals.	V		V	V	V	V	V					
3.新觀念的刺激與新思維的訓練 3. Training the professionals for new ideas.	V		V	V	V	V	V					
4.跨行業交流互動與團隊友誼之建立 4. Creating a network for crossover cooperation and friendship.												
5.全球化的訓練與視野 5. Developing the global mindset of each professional.												
6.多元化的學習 6. Providing pluralistic approaches to learning.	V		V	V	V	V	V					
※全校學生基本素養與核心能力 Basic disciplines and core capabilities of the university												
1.表達與溝通能力。 1. Articulation and communication skills												
2.探究與批判思考能力。 2. Inquisitive and critical thinking abilities	V		V	V	V	V	V					
3.終身學習能力。 3. Lifelong learning	V		V	V	V	V	V					
4.倫理與社會責任。 4. Ethics and social responsibility												
5.美感品味。 5. Aesthetic appreciation												
6.創造力。 6. Creativity												
7.全球視野。 7. Global perspective												
8.合作與領導能力。 8. Team work and leadership												
9.山海胸襟與												

自然情懷。9. Broad- mindedness and the embrace of nature																				
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本課程與SDGs相關項目：The course relates to SDGs items:

- SDG1-消除貧窮(No Poverty)
- SDG2-消除飢餓 (Zero Hunger)
- SDG3-良好健康與福祉(Good Health and Well-being)
- SDG4-教育品質(Quality Education)
- SDG5-性別平等(Gender Equality)
- SDG6-乾淨水源與公共衛生(Clean Water and Sanitation)
- SDG7-可負擔乾淨能源(Affordable and Clean Energy)
- SDG8-優質工作與經濟成長(Decent Work and Economic Growth)
- SDG9-工業、創新和基礎建設(Industry,Innovation and Infrastructure)
- SDG10-減少不平等(Reduced Inequalities)
- SDG11-永續城市(Sustainable Cities and Communities)
- SDG12-責任消費與生產(Responsible Consumption and Production)
- SDG13-氣候行動(Climate Action)
- SDG14-海洋生態(Life Below Water)
- SDG15-陸域生態(Life on Land)
- SDG16-和平、正義和穩健的制度(Peace,Justice And Strong Institutions)
- SDG17-促進目標實現的全球夥伴關係(Partnership for the Goals)
- 本課程和SDGS無關

本課程校外實習資訊: This course is relevant to internship:

本課程無註記包含校外實習

[回上一頁](#)