

國立中山大學 112學年度第1學期 課程教學大綱

National Sun Yat-sen University 112Academic 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
授課教師 Instructor	吳基焜	系所 Dept./faculty	管理學院高階經營碩士學程在職專班
		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：

- 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：

- 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

〔請遵守智慧財產權觀念，不可非法影印。教師所提供之教材供學生本人自修學習使用，不得散播及做為商業用途〕

No copies for intellectual property rights. Textbooks provided by the instructor used only for self-study, can not broadcast or commercial use

自編講義 Self-made Material

彈性暨自主學習規劃 Alternative learning periods

本門課程是否有規劃實施學生彈性或自主學習內容（每1學分2小時）

Is any alternative learning periods planned for this course (with each credit corresponding to two hours of activity)?

否：教師需於「每週課程內容及預計進度」填寫18週課程進度（每1學分18小時之正課內容）。

No：The instructor will include an 18-week course plan in the weekly scheduled progress (each credit corresponds to 18 hours of instruction)

是：教師需於「每週課程內容及預計進度」填寫16週課程內容（每1學分16小時之正課內容），並於下列欄位填寫每1學分2小時學生彈性或自主學習內容。

Yes：The instructor will include a 16-week course plan in the weekly scheduled progress (each credit corresponds to 16 hours of instruction);the details of the planned alternative learning periods are provided below (each credit corresponds to two hours of activity).

學生彈性或自主學習活動 Alternative learning periods	勾選或填寫規劃內容 Place a check in the appropriate box or provide details	時數 Number of hours
學生分組實作及討論		

Group work and discussion		
參與課程相關作業、作品、實驗 Participation in course-related assignments, work, or experiments		
參與校內外活動(研習營、工作坊、參訪)或競賽 Participation in on- or off-campus activities (e.g., seminars, workshops, and visits) or competitions		
課外閱讀 Extracurricular reading		
線上數位教材學習 Learning with online digital learning materials		
其他(請填寫規劃內容) Other (please provide details)		

每週課程內容及預計進度 Weekly scheduled progress

週次 Week	日期 Date	授課內容及主題 Content and topic
1	2023/09/03~2023/09/09	Content and topic
2	2023/09/10~2023/09/16	經濟學概論 Introduction to Economics
3	2023/09/17~2023/09/23	經濟思維 II Economics Thinking II
4	2023/09/24~2023/09/30	誘因與剩餘 Incentives and surplus
5	2023/10/01~2023/10/07	市場結構 Market Structure
6	2023/10/08~2023/10/14	經濟利潤與競爭優勢 Economic Profit and Competitive Advantage
7	2023/10/15~2023/10/21	書本討論(個人): 致命的均衡 Book Discussion
8	2023/10/22~2023/10/28	書本討論: 三個商學院教授的公路筆記 I Book Discussion
9	2023/10/29~2023/11/04	賽局導論 Game Theory
10	2023/11/05~2023/11/11	Nash 均衡 Nash Equilibrium
11	2023/11/12~2023/11/18	經典賽局及其策略應用I Game and strategical Application I
12	2023/11/19~2023/11/25	經典賽局及其策略應用II Game and strategical Application II
13	2023/11/26~2023/12/02	經典賽局及其策略應用III Game and strategical Application III
14	2023/12/03~2023/12/09	資訊經濟學 Information Economics
15	2023/12/10~2023/12/16	演講 Lecture
16	2023/12/17~2023/12/23	總經議題討論 Macroeconomics Issue Discussion
17	2023/12/24~2023/12/30	總經議題討論 Macroeconomics Issue Discussion
18	2023/12/31~2024/01/06	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: 星期一9:00-11:00 地點 Office/Laboratory: CM4095 時段2 Time period 2: 時間 Time: 星期二9:00-11:00 地點 Office/Laboratory: CM4095
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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 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.	V		V		V		V				
2.高階經營人才的再培育 2. Re-educating	V		V		V		V				

- 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:

本課程包含校外實習 (本選項僅供統計使用，無校外實習者，得免勾記)
The course includes internship.(For statistical use only. If the course without internship, please ignore this item.)

實習定義：規劃具有學分或時數之必修或選修課程，且安排學生進行實務與理論課程實習，於實習終了取得考核證明繳回學校後，始得獲得學分；或滿足畢業條件者。(一般校內實習請勿勾選此欄位)

Internship: The required or elective courses should include credits and learning hours. Students should participate in the corporative company or institution to practice and learn the real skills. An internship certification must be handed in at the end of internship to get the credits or to fulfil the graduation requirements.

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