

國立屏東大學 109學年度第1學期 教學課程綱要

※為保護智慧財產權，請勿非法影印教科書。

課程學分數：3.00(3.00小時)

授課老師：戰寶華(817000)

必選修：選

開課序號	2846
科目名稱	管理經濟學專題研究(EDI4503)
科目英文名稱	Seminar in managerial economics
授課語言	英語/全外語授課
主要教學型態	課堂教學
教學目標	<p>The design of this course is to give students an advanced overview of the subject of managerial economics and provide them with techniques that are important for understanding the changing global economy; the functions of economic planning; the methods of making monetary and financial policies; as well as the procedures for controlling resources to improve efficiency and effectiveness. Thus, at the end of this semester, students will be able to</p> <ol style="list-style-type: none">1. apply appropriate the concept of managerial economics to enhance decision efficiency and effectiveness as well as organizational competitiveness;2. understand the development trend of managerial economics and government policies; and3. utilize knowledge of managerial economics to their everyday life situation, further work, and career development.
每週課程內容及教學方法	<p>Based on the study subject of individuals, households, firms, and government, this course enables students to develop a better understanding of the issues of managerial economics that affect them and the world in which they live. Therefore, the course is composed of three segments, including managerial microeconomics, managerial macroeconomics, and managerial application of government policies.</p> <p>The course is composed of three segments:</p> <ol style="list-style-type: none">1. The first one is devoted to providing a better understanding of managerial analysis of microeconomics as a way of understanding the economy.2. The second section of the course analyzes the short and long-term view of the economy, as well as aims to help students understand recent developments in macroeconomics using suitable analysis.3. The third section deals with the understanding of the contextual framework of the finance market by monetary and finance policies. It also provides the tools to analyze efficiency and effectiveness of higher education institutes.

	<p>The course outline is listed as follows:</p> <p>Week 01 09/15 Introduction and Overview of Managerial Economics</p> <p>Week 02 09/22 Essential Principles of Microeconomic Analysis</p> <p>Week 03 09/29 Analysis of Consumer Behavior</p> <p>Week 04 10/06 Analysis of Firm Theory</p> <p>Week 05 10/13 Analysis of Factor Markets</p> <p>Week 06 10/20 Analysis of Market Structure and Competitiveness</p> <p>Week 07 10/27 Analysis of Competitive Market Equilibrium</p> <p>Week 08 11/03 Analysis of Monopoly and Oligopoly</p> <p>Week 09 11/10 Essential Principles of Macroeconomic Analysis</p> <p>Week 10 11/17 Analysis of Economic Fluctuations and Stabilization Policy</p> <p>Week 11 11/24 Analysis of Government Debt and Financial Intermediation</p> <p>Week 12 12/01 Analysis of Labor Markets and Unemployment</p> <p>Week 13 12/08 Analysis of Money and Inflation</p> <p>Week 14 12/15 Analysis of Economic Growth</p> <p>Week 15 12/22 Essential Principles of Government Regulation and Organizational Management</p> <p>Week 16 12/29 The Functions of Government and Government Expenditure</p> <p>Week 17 01/05 Applications of Managerial Economics</p> <p>Week 18 01/12 Discussions of Future Tendency and Development</p>
<p>核心能力</p>	
<p>預期學習成果</p>	
<p>與預期學習成果 搭配的多元評量</p>	<p>Grades will be based on a combination of learning portfolio, final report, and class attendance/participation, as follows:</p> <ol style="list-style-type: none"> 1. 50% Learning portfolio (weekly reflection, reading assignments, concept map, and self-evaluation of learning situation) 2. 10% Final report 3. 40% Class attendance/participation
<p>主要讀本</p>	<ul style="list-style-type: none"> • Baye, M., & Prince, J. (2017). Managerial economics and business strategy (9th ed.). New York: McGraw-Hill. • Brickley, J., Smith Jr., C., & Zimmerman, J. (2016). Managerial economics & organizational architecture (6th ed.). New York: McGraw-Hill Education. • Froeb, L., McCann, B., Shor, M., & Ward, M. (2014). Managerial economics: A problem solving approach (3rd ed.). Mason, OH: South-Western. • Hyman, D. (2014). Public finance: A contemporary application of theory to policy (11th ed.). Stamford, CT: Cengage Learning. • Johnes, G., & Johnes, J. (Eds.). (2007). International handbook on the economics of education. Cheltenham, UK: Edward Elgar Publishing. • Kathryn Perloff, J. M., & Brander, J. A. (2017). Managerial economics and strategy (2nd ed.). Harlow, UK: Pearson Education. • Mankiw, G. N. (2018). Principles of microeconomics (8th ed.).

	<p>Boston, MA: Cengage Learning.</p> <ul style="list-style-type: none"> • McConnell, C., Brue, S., & Flynn, S. (2018). Economics (21th ed.). New York: McGraw-Hill Education. • McGuigan, J., Moyer, C., & Harris, F. (2017). Managerial economics: applications, strategies and tactics (14th ed.). Mason, OH: South-Western. • Mishkin, F. (2015). The economics of money, banking, and financial markets (11th ed.). Boston, MA: Pearson. • Newcomer, K. E., Hatry, H. P., & Wholey, J. S. (2015). Handbook of practical program evaluation (4th ed.). Hoboken, NJ: John Wiley & Sons. • Parkin, M. (2018). Macroeconomics (13th ed.). Boston, MA: Pearson. • Parkin, M. (2018). Microeconomics (13th ed.). Boston, MA: Pearson. • Parmenter, D. (Ed.) (2012). Key performance indicators for government and non-profit agencies: Implementing winning KPIs. Hoboken, NJ: John Wiley & Sons. • Related journal articles.
<p>參考書目</p>	<ul style="list-style-type: none"> • Akerlof, G. & Shiller, R. (2015). Phishing for phools: The economics of manipulation and deception. Princeton, NJ: Princeton U. Press. • Ariely, D. (2010). Predictably irrational: The hidden forces that shape our decisions. New York: HarperCollins Publishers. • Ariely, D. (2013). The (honest) truth about dishonesty: How we lie to everyone—especially ourselves. New York: HarperCollins Publishers. • Baddeley, M. (2017). Behavioral economics: A very short introduction. New York: Oxford University Press. • Bade, R., & Parkin, M. (2015). Foundations of microeconomics (7th ed.). Boston, MA: Pearson. • Cartwright, E. (2018). Behavioral economics (3rd ed.). New York: Routledge. • Frank, R. H. (2014). Microeconomics and behavior (9th edition). Boston, MA: McGraw-Hill/Irwin. • Gillian, T. (2015). The silo effect: The peril of expertise and the promise of breaking down barriers. New York: Simon & Schuster. • Levitt, S., & Dubner, S. (2009). Freakonomics. New York: HarperCollins Publishers. • Levitt, S., & Dubner, S. (2014). Think like a freak: The authors of freakonomics offer to retrain your brain. New York: HarperCollins Publishers. • Levitt, S., & Dubner, S. (2015). When to rob a bank: ...and 131 more warped suggestions and well-intended rants. New York: HarperCollins Publishers. • Newport, C. (2012). So good they can't ignore you. New York: Business Plus. • Rodrik, D. (2015). Economics rules: The rights and wrongs of the dismal science. New York: W. W. Norton & Company. • Standage, T. (2016). Go figure: The Economist explains things you didn't know you didn't know. London: The Economist Books. • Taylor, T. (2012). The instant economist: Everything you need to know about how the economy works. New York: Penguin Group. • Thaler, R. (2016). Misbehaving: The making of behavioral economics.

	<p>New York: W. W. Norton & Company.</p> <ul style="list-style-type: none">• The Economist (2010). Guide to economic indicators making sense of economics (7th ed.). London, UK: Profile Books Ltd.• Related teaching materials.
其他事項	<ol style="list-style-type: none">1. Course policy-Punishment of Scholastic Dishonesty: Students must commit to academic integrity and ensure to abide by the related policy.2. Office Hours: Tuesday 13 : 30~16 : 30 ; Wednesday 9 : 00~12 : 00, or by appointment3. Email: pchan@mail.nptu.edu.tw; pchan686@gmail.com