

## Syllabus (台大管理經濟學)

Course Title: Managerial Economics

Instructor: Chi Schive 薛琦

Curriculum Number: ECON 5147

Class and Time: 社科院 301; Tue 1:20: 4:20 pm

Qualification: Junior and above, MA students

Credit Hour: 2

Course Rating: Short Essays and class performance

Text book: 薛琦, 探索管理經濟學(雙葉, 2019,7)

### Contents and Date:

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| Feb 18 | Ch. 1 | Introduction 管理經濟學導論  |
|        | Ch. 2 | The Scope and Types of Managerial Decision Making<br>管理決策：範圍、層次與時間                              |
| Feb 25 | Ch. 3 | Managerial Control Ratio Model 管理控制比模型  |
| Mar 03 | Ch. 4 | Productivity Network and Its Application<br>生產力網狀圖及其應用  |
| Mar 10 | Ch. 5 | Technological Progress, Endogenous and Exogenous<br>內生與外生的技術進步                                  |
| Mar 17 | Ch. 6 | X-inefficiency, a Case Study of Taiwan Sugar Company<br>X無效率:台糖公司的個案研究                          |
| Mar 24 | Ch. 7 | International Technology Transfer, a Case Study of Taiwan<br>Singer Company<br>國際技術移, 勝家公司的個案分析 |
| Mar 31 | Ch. 8 | Economies of Scale and Cost Curve<br>規模經濟與成本曲線  |
| Apr 07 | Ch. 9 | Sources of Economies of Scale<br>規模經濟的來源  |
| Apr 14 | Ch.10 | SMEs in Taiwan, a Retrospect<br>中小企業與台灣經濟的活力  |
| Apr 21 | Ch.11 | Innovation and Technological Paradigm<br>創新與技術典範  |
| Apr 28 | Ch.12 | Sources of Innovation and Impact<br>創新的來源與影響  |
| May 05 | Ch.13 | Oligopoly Pricing<br>廠商的訂價  |