

## 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 and above

Credit Hour: 2, but three-hour lecture each time for 11 weeks

Course Rating: 4 Short Essays plus a term paper 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 21 | 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   |
| Mar 7  | Ch. 3 | Managerial Control Ratio Model 管理控制比模型   |
|        | Ch. 4 | Productivity Network and Its Application<br>生產力網狀圖及其應用   |
| Mar 14 | Ch. 5 | Technological Progresses, Endogenous and Exogenous<br>內生與外生的技術進步<br>X-inefficiency, a Case Study of Taiwan Sugar Company |
| Mar 21 | Ch. 6 | X 無效率: 台糖公司的個案研究   |
| Mar 23 | Ch. 7 | International Technology Transfer, a Case Study of<br>Taiwan Singer Company<br>國際技術移, 勝家公司的個案分析                          |
| Mar 30 | Ch. 8 | Economies of Scale and Cost Curve<br>規模經濟與成本曲線   |
| Apr 13 | Ch. 9 | Sources of Economies of Scale<br>規模經濟的來源   |
| Apr 20 | Ch.10 | SMEs in Taiwan, a Retrospect<br>中小企業與台灣經濟的活力   |
| Apr 27 | Ch.11 | Innovation and Technological Paradigm<br>創新與技術典範   |
| May 4  | Ch.12 | Sources of Innovation and Impact<br>創新的來源與影響   |
| May 11 | Ch.13 | Oligopoly Pricing<br>廠商的訂價   |