國立台灣科技大學 114學年 第2學期　課程大綱

Spring 2026 NTUST Course Outline

授課教師：呂仁廣

Instructor:Ren-Guang Lue

課程名稱：管理經濟

Course Title：Managerial Economics

2026/11/3

課程代號： IM5301701 Course Code 學分數： 3 Credits	必選修：選修/半學年 Required/Electve:Elective/Half Yr. 先修課程： Prerequisites
節次教室： Time/Location	T6(MA-419) T7(MA-419) T8(MA-419)
專業核心能力： Core Professional Competencies	
課程網址： Course Website	
課程宗旨： Course Objectives	"主題包括：個體經濟、總體經濟、賽局理論、資產定價、產業組織等。 誕生在物質世界的地球，出生為人。為了應付食衣住行等日常生活所需，人的一生將會面對很多的決策。因為除非你是一個人自己自足，否則將與別人分工、交換獲取所需之物。 這個世上生產因素有四種：勞動、資本、土地、企業家精神。前面兩種，勞動、土地最為重要，我們依此要素得以分析產品市場和要素市場。 如果我們重視的是全國的平均變量或加總變量，針對產品市場或因素市場來分析，則我們進入總體經濟的範疇。 前述生產因素資本，指的是physical capital。如果我們重視的是資金的來源，即financial capital，則我們進入Asset Pricing的範疇，而這也跟資本的因素價格有關。 產品市場的產業結構，將影響產品市場經濟效率的結果。而廠商之間在產品市場的競爭與合作，也將牽涉到Game Theory中提到的策略性行為。我們會介紹Game Theory不同解的概念，也會提及廠商間形成coalition的可能性。 " "Subject includes Microeconomics, Macroeconomics, Game Theory, Asset Pricing, and Industrial Organization. Born in the material world on Earth, you are born as a human. To meet daily needs like food, clothing, housing, and transport, you will face many choices in life. Unless you live alone and need nothing from others, you must work with others, trade, and get what you need. There are four factors of production: labor, capital, land, and entrepreneurship. The first two—labor and land—are the most important. We use these factors to study product markets and factor markets. If we focus on the national average or total values and analyze product or factor markets, we enter the field of macroeconomics. The capital factor mentioned earlier refers to physical capital. If we focus on the source of money, known as financial capital, we enter the field of asset pricing, which is also related to the price of capital. The structure of the product market affects economic efficiency. Competition and cooperation between firms in the product market involve strategic behavior, as discussed in game theory. We will introduce different solution concepts in game theory and discuss the possibility of firms forming coalitions. "

課程大綱： Outline of Lectures	"主題包括：個體經濟、總體經濟、賽局理論、資產定價、產業組織等。 誕生在物質世界的地球，出生為人。為了應付食衣住行等日常生活所需，人的一生將會面對很多的決策。因為除非你是一個人自己自足，否則將與別人分工、交換獲取所需之物。 這個世上生產因素有四種：勞動、資本、土地、企業家精神。前面兩種，勞動、土地最為重要，我們依此要素得以分析產品市場和要素市場。 如果我們重視的是全國的平均變量或加總變量，針對產品市場或因素市場來分析，則我們進入總體經濟的範疇。 前述生產因素資本，指的是physical capital。如果我們重視的是資金的來源，即financial capital，則我們進入Asset Pricing的範疇，而這也跟資本的因素價格有關。 產品市場的產業結構，將影響產品市場經濟效率的結果。而廠商之間在產品市場的競爭與合作，也將牽涉到Game Theory中提到的策略性行為。我們會介紹Game Theory不同解的概念，也會提及廠商間形成coalition的可能性。 " "Subject includes Microeconomics, Macroeconomics, Game Theory, Asset Pricing, and Industrial Organization. Born in the material world on Earth, you are born as a human. To meet daily needs like food, clothing, housing, and transport, you will face many choices in life. Unless you live alone and need nothing from others, you must work with others, trade, and get what you need. There are four factors of production: labor, capital, land, and entrepreneurship. The first two—labor and land—are the most important. We use these factors to study product markets and factor markets. If we focus on the national average or total values and analyze product or factor markets, we enter the field of macroeconomics. The capital factor mentioned earlier refers to physical capital. If we focus on the source of money, known as financial capital, we enter the field of asset pricing, which is also related to the price of capital. The structure of the product market affects economic efficiency. Competition and cooperation between firms in the product market involve strategic behavior, as discussed in game theory. We will introduce different solution concepts in game theory and discuss the possibility of firms forming coalitions. "
授課方式： Method of Instruction	講授 Lecture：100% 分組討論 Group discussion：0% 案例研討 Case study：0% 操做練習 Practical exercises：0% 講授 Lecture：%
教科書： Textbooks	Teacher’s Materials
參考書目： References	Mankiw (2021) Principles of Economics (9e) Varian (2014) Intermediate Microeconomics (9e)
修課須知： Notice	
評量方式： Grading	Midterm exam (50%), Final Exam (50%).
備註說明： Notes	