

淡江大學 112 學年度第 2 學期課程教學計畫表

|                                                                                                                                                                           |                                                              |          |                      |
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| 課程名稱                                                                                                                                                                      | 醫療產業專題                                                       | 授課<br>教師 | 胡登淵<br>HU, TENG-YUAN |
|                                                                                                                                                                           | TOPICS ON HEALTH CARE INDUSTRY                               |          |                      |
| 開課系級                                                                                                                                                                      | 產經一碩士班 A                                                     | 開課<br>資料 | 實體課程<br>選修 單學期 2學分   |
|                                                                                                                                                                           | TLEXM1A                                                      |          |                      |
| 課程與SDGs<br>關聯性                                                                                                                                                            | SDG3 良好健康和福祉<br>SDG6 潔淨水與衛生<br>SDG8 尊嚴就業與經濟發展<br>SDG10 減少不平等 |          |                      |
| 系（所）教育目標                                                                                                                                                                  |                                                              |          |                      |
| 一、奠定產業經濟專業。<br>二、強化多元知識學習。<br>三、培養研究分析能力。<br>四、提升品德倫理修養。<br>五、拓展全球宏觀視野。<br>六、鍛造產業領導人才。                                                                                    |                                                              |          |                      |
| 本課程對應院、系(所)核心能力之項目與比重                                                                                                                                                     |                                                              |          |                      |
| A. 能具備產業經濟學相關領域之研究能力。(比重：5.00)<br>B. 能具備理論推導與實務應用之能力。(比重：40.00)<br>C. 能具備蒐集及整理相關研究文獻之能力。(比重：40.00)<br>D. 能具備尋找研究議題的能力。(比重：10.00)<br>E. 能具備獨立高階實務分析及產業政策研究之能力。(比重：5.00)    |                                                              |          |                      |
| 本課程對應校級基本素養之項目與比重                                                                                                                                                         |                                                              |          |                      |
| 1. 全球視野。(比重：10.00)<br>2. 資訊運用。(比重：20.00)<br>3. 洞悉未來。(比重：15.00)<br>4. 品德倫理。(比重：5.00)<br>5. 獨立思考。(比重：10.00)<br>6. 樂活健康。(比重：30.00)<br>7. 團隊合作。(比重：5.00)<br>8. 美學涵養。(比重：5.00) |                                                              |          |                      |

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| 課程簡介 | 這課程將介紹醫療產業特性、其相關健康經濟學理論與實證研究。臺灣醫療部門持續成長，這是顯現在花費與其所占整體經濟活動的份額上，因此瞭解與研究醫療部門有其重要性。醫療係由服務、產品、制度、法規與人員所組成的集合，瞭解其相關健康經濟學理論與實證研究，有助於深入探討醫療產業的多個面向，並引導研究生切入研究議題。                                                                                                                                                                                                                                                                                                                                                                                          |
|      | This course is designed to provide an introduction to features of health care industry, related theories and empirical studies of health economics. The health care sector continues to grow in size, both in absolute dollars and as a portion of the overall economic activity of Taiwan. This alone makes the study of health care industry a topic of potential importance in Taiwan. The theories and empirical studies of health economics can help students explore novel aspects of health care industry and ways to approach the issues. |

本課程教學目標與認知、情意、技能目標之對應

將課程教學目標分別對應「認知 (Cognitive)」、「情意 (Affective)」與「技能(Psychomotor)」的各目標類型。

- 一、認知(Cognitive)：著重在該科目的事實、概念、程序、後設認知等各類知識之學習。
- 二、情意(Affective)：著重在該科目的興趣、倫理、態度、信念、價值觀等之學習。
- 三、技能(Psychomotor)：著重在該科目的肢體動作或技術操作之學習。

| 序號 | 教學目標(中文)    | 教學目標(英文)                                                  |
|----|-------------|-----------------------------------------------------------|
| 1  | 瞭解健康經濟學理論   | Understanding theory of health economics                  |
| 2  | 瞭解健康經濟學實證研究 | Understanding empirical studies of health economics       |
| 3  | 引導研究生切入議題   | Approaching the issues                                    |
| 4  | 瞭解醫療產業特性    | Understanding the Special Features of Healthcare Industry |

教學目標之目標類型、核心能力、基本素養教學方法與評量方式

| 序號 | 目標類型 | 院、系(所)<br>核心能力 | 校級<br>基本素養 | 教學方法  | 評量方式                  |
|----|------|----------------|------------|-------|-----------------------|
| 1  | 技能   | ABCDE          | 1345678    | 講述、討論 | 討論(含課堂、線上)、報告(含口頭、書面) |
| 2  | 認知   | ACDE           | 12356      | 講述、討論 | 討論(含課堂、線上)、報告(含口頭、書面) |
| 3  | 認知   | ABCD           | 1234567    | 講述、討論 | 討論(含課堂、線上)、報告(含口頭、書面) |
| 4  | 認知   | ACD            | 12356      | 講述、討論 | 討論(含課堂、線上)、報告(含口頭、書面) |
|    |      |                |            |       |                       |

| 授 課 進 度 表    |                         |                                                                                                                                       |    |
|--------------|-------------------------|---------------------------------------------------------------------------------------------------------------------------------------|----|
| 週次           | 日期起訖                    | 內 容 (Subject/Topics)                                                                                                                  | 備註 |
| 1            | 113/02/19~<br>113/02/25 | Basic Health Care Economic Tools and Institutions (1)                                                                                 |    |
| 2            | 113/02/26~<br>113/03/03 | Basic Health Care Economic Tools and Institutions (2)                                                                                 |    |
| 3            | 113/03/04~<br>113/03/10 | Basic Health Care Economic Tools and Institutions (3)                                                                                 |    |
| 4            | 113/03/11~<br>113/03/17 | Basic Health Care Economic Tools and Institutions (4)                                                                                 |    |
| 5            | 113/03/18~<br>113/03/24 | The Role of Government                                                                                                                |    |
| 6            | 113/03/25~<br>113/03/31 | The Private Health Insurance Industry                                                                                                 |    |
| 7            | 113/04/01~<br>113/04/07 | The Physician Services Industry (1)                                                                                                   |    |
| 8            | 113/04/08~<br>113/04/14 | The Physician Services Industry (2)                                                                                                   |    |
| 9            | 113/04/15~<br>113/04/21 | (期中考週) The Physician Services Industry (3)                                                                                            |    |
| 10           | 113/04/22~<br>113/04/28 | Midterm Exam Week                                                                                                                     |    |
| 11           | 113/04/29~<br>113/05/05 | The Hospital Services Industry (1)                                                                                                    |    |
| 12           | 113/05/06~<br>113/05/12 | The Hospital Services Industry (2)                                                                                                    |    |
| 13           | 113/05/13~<br>113/05/19 | The Hospital Services Industry (3)                                                                                                    |    |
| 14           | 113/05/20~<br>113/05/26 | The Pharmaceutical Industry                                                                                                           |    |
| 15           | 113/05/27~<br>113/06/02 | The Long-Term Care Industry                                                                                                           |    |
| 16           | 113/06/03~<br>113/06/09 | Health Care Reform                                                                                                                    |    |
| 17           | 113/06/10~<br>113/06/16 | Final Exam Week                                                                                                                       |    |
| 18           | 113/06/17~<br>113/06/23 | (彈性教學週)The Impact of SARS and COVID 19 on Health Care Industry                                                                        |    |
| 課程培養<br>關鍵能力 |                         | 社會參與、人文關懷、問題解決、跨領域                                                                                                                    |    |
| 跨領域課程        |                         | 素養導向課程(探索素養、永續素養或全球議題STEEP(Society ,Technology, Economy, Environment, and Politics))<br>授課教師專業領域教學內容以外，融入其他學科或邀請非此課程領域之專家學者進行知識(教學)分享 |    |
|              |                         |                                                                                                                                       |    |

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| 特色教學課程   | 結合健康經濟學與產業經濟學                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 課程教授內容   | 邏輯思考                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 修課應注意事項  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 教科書與教材   | <p>自編教材:講義<br/>採用他人教材:教科書<br/>教材說明:<br/>(1)Santerre, R.E. and S.P. Neun, Health Economics: Theories, Insights, and Industry,1996, 滄海書局代理。(2) Phelps, C.E., Health Economics, 6th edition, 2020, Routledge.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| 參考文獻     | <p>1.Journal articles mainly selected from Health Economics,Journal of Health Economics, Journal of Political Economy, and American Economic Review.<br/>2.盧瑞芬、謝啟瑞合著，醫療經濟學，學富文化事業，雙葉書廊代理。<br/>3.Handbook of Health Economics, Volumes 1A and 1B and Volume 2.<br/>4.Charles E. Phelps著，周孟穎譯，衛生經濟學，國立編譯館，民國87年。(本校有二本)<br/>*5. Zwiefel, P. and F. Breyer, Health Economics, New York: Oxford U. Press, 1997 or 2nd edition.<br/>*6. Sloan, Frank A. and Chee-Ruey Hsieh, Health Economics, MIT Press, 2012.<br/>*7. Sloan, Frank A. and Chee-Ruey Hsieh, 健康經濟學，學富。(劉亞明譯，2016)<br/>8. 謝啟瑞著，誰在吃健保?你所不知道的祕密<br/>9. Barrett, J. S. (2022). Health Economics and the Healthcare Industry. Fundamentals of Drug Development, 319.<br/>10. Lábaj, M., Silanič, P., Weiss, C., &amp; Yontcheva, B. (2018). Market structure and competition in the healthcare industry. The European Journal of Health Economics, 19(8), 1087-1110.<br/>11. Green, E. P. (2014). Payment systems in the healthcare industry: An experimental study of physician incentives. Journal of economic behavior &amp; organization, 106, 367-378.<br/>12. Andel, C., Davidow, S. L., Hollander, M., &amp; Moreno, D. A. (2012). The economics of health care quality and medical errors. Journal of health care finance, 39(1), 39.</p> |
| 學期成績計算方式 | <p>◆出席率：            %    ◆平時評量：20.0 %    ◆期中評量：40.0 %<br/>◆期末評量：40.0 %<br/>◆其他〈 〉：            %</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 備考       | <p>「教學計畫表管理系統」網址：<a href="https://info.ais.tku.edu.tw/csp">https://info.ais.tku.edu.tw/csp</a> 或由教務處首頁→教務資訊「教學計畫表管理系統」進入。</p> <p>※不法影印是違法的行為。請使用正版教科書，勿不法影印他人著作，以免觸法。</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |