

應用經濟學系

教育目標

培育具一般產業、農業、資源與環境之經濟專業知識，兼備整合、創新能力及國際觀之應用經濟人才。

課程規劃

應用經濟相關專業課程分必修與選修兩類，其中必修課程包含基礎之「經濟理論」；選修課程分為三大模組課程：「農業經濟領域」、「產業經濟領域」及「資源與環境領域」，以配合學生升學就業需要，強調理論與實務並重。

主要研究領域

- ◆**產業經濟**：創新管理、非市場財評估方法、廠商決策、消費者願付價格分析、需求模型的應用與分析
- ◆**農業經濟**：農業勞動經濟、農村與市場調查、農業政策與金融、鄉村發展、農產行銷、農產貿易、農特產品生產
- ◆**資源與環境**：遊憩／休閒經濟學、生態資源經濟分析、氣候變遷之經濟分析、自然資源經濟之休閒面、能源經濟與政策分析、環境經濟與政策分析
- ◆**其他**：個體經濟學、總體經濟學、應用計量、國際經濟與行銷、風險與網路經濟課題、國際貿易實證分析、可計算一般均衡模型分析

教研成果

本系師生致力於學術研究發展及社會服務。積極參與國內外研究計畫方面，共完成農業經濟與政策、資源與環境經濟、產業經濟與組織、總體經濟發展、管理行銷等百餘篇之研究報告或論著。在社會服務方面，除了由本系定期舉辦全國性應用經濟研討會外，教師多在校內外各大小單位擔任委員、顧問、理監事或領導位階協助社會發展，如科技部、考試院、農委會、育成中心、農業政策中心、農業推廣中心、經濟與鄉村發展相關學會、縣市政府、產業協會或工會、農業金庫等，有教學相長效果。

本系是中興大學最具悠久歷史與優良傳統的系所，學術研究、國際合作及社會服務深具口碑。自1947年成立以來，培育出許多社會高級與國家經建人力；畢業之校友不論服務在各行各業，均能發

揮所學貢獻社會。為因應的社會情勢，本系擬秉持優良傳統與良好基礎，持續發揮本系應有的學術社會貢獻外，教學活潑與務實成為培育新一代人才之重點工作，本系將因應社會經濟環境的脈動，而調整教育資源朝經濟應用與商業實務方向邁進，冀以結合校內外資源，培育社會所需的優秀經濟應用人才，開創學術研究社會服務的新領域。

◆本系傑出系所友：

行政院農業委員會主任委員：余玉賢博士、邱茂英博士、彭作奎博士、陳武雄博士。

◆中興大學傑出校友獎：

林萬年：行可立興業股份有限公司總經理

高希均：遠見天下文化事業群創辦者兼總裁

彭作奎：前行政院農業委員會主任委員

施能仁：前中州技術學院校長

蔡精強：前台中市政府農業局局長

陳武雄：前行政院農委會主任委員

吳明敏：中興大學名譽教授行銷系名譽教授

鄭詩華：前立德大學校長

林英祥：美國林氏諮詢公司總裁

陳銘煌：中部科學工業園區副局長

蔡秋榮：合庫巴黎證券投資信託股份有限公司董事長

陳石明：鑽石工業股份有限公司董事長



▲2015參訪永豐銀行
Company visit to bank SinoPAC



▲2015系所友大會聯誼活動
2015 Classmates association's socializing activities



▲2015拜訪日本琉球大學
2015 Visit to the University of the Ryukyus



▲2015日本東京農業大學來訪
2015 Tokyo University of Agriculture come to visit

Mission

The undergraduate program encompasses the fundamental life sciences focusing on the aspects of microbiology and plant medicine. The graduate program focuses on training graduate students to acquire specialized skills and knowledge in the subjects of plant pathology and applied microbiology.

Curriculum

The courses are divided into compulsory and elective, with the compulsory courses encompassing the basis of economic theory. The elective courses are divided into three modules of “Agricultural Economics,” which meets the employment needs of students, emphasizing both theory and practice.

Core Research Topics

- ◆ Agricultural Economics includes agricultural policy, rural development and regeneration, agricultural marketing, international trade, agribusiness, and crop and livestock production.
- ◆ Resource and Environmental Economics includes the economics of recreation, leisure and tourism, non-market goods and service valuation, economic analysis of climate change, energy economics and policy debates, natural resource management and land use, ecological economics, environmental policy analysis, and computable general equilibrium analysis.
- ◆ Industrial Economics includes innovation management, risk and uncertainty, analysis of market and competition, consumer behavior and household economics, and industry organization.
- ◆ Basics: This includes microeconomics, macroeconomics, applied statistics and econometrics, and international economics and trade.

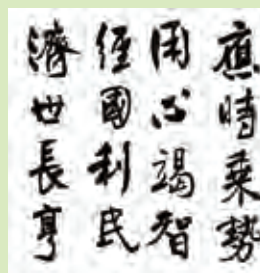
Achievements

The department is committed to achieving academic excellence in research, education, and services. We have an enviable record of over hundreds of refereed journal publications and research reports, contributing to the fields of agricultural economics and policy, resource and environmental economics, industry organization, development economics, and management and marketing research. In addition, the department frequently holds international conferences

and academic seminars in applied economics.

Our faculty members also provide professional services in research and support interdisciplinary collaboration in practice. They are active members in think tanks of distinguished research organizations such as the National Science Council, The Rural Economics Society of Taiwan, Center of Agricultural Extension at National Chung Hsing University (NCHU), Innovation Incubation Center at NCHU, as well as regular advisors and consultants of organizations such as the Examination Yuan, Council of Agriculture, local and regional government units, the Agriculture Bank of Taiwan, industry and farmers’ associations, and agricultural trade unions.

Since its establishment in 1947, the Department of Applied Economics at NCHU, originally called, “Department of Agricultural Economics,” has consistently produced alumni that contribute to society through their work in academia, the government, and the private sector. While supporting the development and improvement of agriculture in Taiwan, the department has broadened its scope to comply with the changes in the socioeconomic environment caused by trade liberalization and globalization. The department has established three educational goals with emphases on applied economics and business management. The first goal is to promote international exchanges and training in academic research methods for our faculty and students, so that they have the opportunity to broaden their vision in teaching and studying. The second is to educate applied economists that will play a valuable role in economic development and global market competition. Finally, the third is to cooperate on research and projects with the government, civic groups, and private firms to solve problems within the public and private sectors. The talent of our graduates and research excellence of this department is hoped to completely match with current trends and meet the needs of society.



▲應用經濟學系一館
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