



課 綱 Course Outline  
藝術學院學士班

中文課程名稱 Course Name in Chinese	藝術經濟				
英文課程名稱 Course Name in English	Art Economical				
科目代碼 Course Code	CA_10700	班 別 Degree	學士班 Bachelor' s		
修別 Type	學程 Program	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite					
課程目標 Course Objectives					
提供全球藝術經濟視野，培養學生藝術鑑賞與藝術經紀能力。					
院教育目標 College.' s Education Objectives					
1	培養兼具創新、表演、研發之各類藝術專業人才 The purpose of The College of Fine and Applied Arts at National Dong Hwa University is to provide quality higher education for students to be excellent artists, designers, performers, and scholars, who not only are knowledgeable and skillful but also appreciate cultural diversity and take social responsibilities seriously.				
院基本素養與核心能力 College Basic Learning Outcomes				課程目標與院基本素養與核心能力 Correlation between Course Objectives and Basic Learning Outcomes	
A	具備藝術知識及文化視野之能力 Utilize knowledge and technical skills appropriate to their chosen professional area of the arts with a vision for the creative future			●	
B	具備藝術品味與審美價值判斷能力 Appreciate diversity with good tastes of arts and crafts			○	
C	具備藝術創作與展演之表現能力 Demonstrate artistic capabilities through innovative ways of making, performing, and exhibiting arts			○	
圖示說明 Illustration : ● 高度相關 Highly correlated ○ 中度相關 Moderately correlated					
課程大綱 Course Outline					

1. 藝術經濟的起源與發展概述。
2. 分析全球化與藝術經濟市場的關係。
3. 比較藝術產業制度與國家文化政策。

資源需求評估（師資專長之聘任、儀器設備的配合．．．等）

Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)

一般教室，投影機，投影用布幕，視聽基本設備，白板／黑板。

課程要求和教學方式之建議

Course Requirements and Suggested Teaching Methods

課堂授課，分組討論，參觀實習。

其他

Miscellaneous