



課 綱 Course Outline  
國際企業學系學士班

中文課程名稱 Course Name in Chinese	商用微積分				
英文課程名稱 Course Name in English	Calculus for Business				
科目代碼 Course Code	IB_10110	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					
<p>1. 使學生經由易懂及易理解基礎微積分表達日常生活所面臨的商業管理問題；</p> <p>2. 提供良好的解題觀念與微積分應用技巧；</p> <p>3. 導入生活化商業議題增加學習興趣；</p> <p>4. 加強基礎微積分應用至商業管理的議題進而銜接至進階管理議題之系統邏輯思維與解題技巧之訓練。</p>					
系教育目標 Dept.' s Education Objectives					
1	<p>培養具國際企業知識之基礎管理人才。 Build a foundation of international business knowledge to prepare students for being managers.</p>				
2	<p>培養具創新思維與創業能力之基礎管理人才。 Build a foundation of innovation and entrepreneurship to prepare students for being managers.</p>				
3	<p>培養具服務業經營能力之基礎管理人才。 Create a managerial ability in Service industry for being managers</p>				
4	<p>培養在地經營理念之基礎管理人才。 Offer a program with an emphasis on management philosophy responsive to the Taiwanese business context.</p>				
系專業能力 Basic Learning Outcomes				課程目標與系專業能力相關性 Correlation between Course Objectives and Dept.' s Education Objectives	
A	<p>具備國際企業管理之知識與能力。 Students will have basic knowledge of international business.</p>				●

B	具備邏輯思考、問題分析與解決之能力。 Students will be able to identify, analyze and solve business problems with logical thinking.	●
C	具備溝通協調與團隊合作之能力。 Students will be able to demonstrate effective communication, coordination and teamwork skills.	
D	具備國際觀及外語溝通之能力。 Students will be able to communicate in foreign languages and have an awareness on global and cultural diversity issues.	
E	具備創新、創業之思維與能力 To build a the concept and ability for innovation and entrepreneurship	●
F	具備服務設計與產業分析之能力 Students will be able to demonstrate the basic abilities for service design and industry analysis	○
G	具備國際企業倫理之素養。 Students will be able to identify and understand the importance of ethical decision making for international business.	

圖示說明 Illustration : ● 高度相關 Highly correlated ○ 中度相關 Moderately correlated

課程大綱  
Course Outline

1. Functions, Modeling, and Average Rate of Change (函數、模型建構、平均變化率)
2. Limits and Derivative (極限與導數)
3. Differentiation Techniques, the Differential and Marginal Analysis (微分技巧、微分與邊際分析)
4. Exponential and Logarithmic Functions (指數與對數函數)
5. Application of the Derivative (導數的應用)
6. Integration (積分)
7. Application of Integral Calculus (積分的應用)

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.)

本系專任教師: 商用微積分/管理數學/作業研究領域背景師資  
設備: 白板/多媒體投影機

課程要求和教學方式之建議  
Course Requirements and Suggested Teaching Methods

1. 上課講解
2. 隨堂測驗
3. 期中/期末學習評量測驗
4. 作業

出席率20%; 平時測驗或習題演練20%; 期中學習評量測驗30%; 期末學習評量測驗30%

其他  
Miscellaneous

Brief Calculus for the Business, Social, and Life Sciences, Bill Armstrong and Don Davis, Jones & Bartlett Learning, 3rd, 2014.