



課 綱 Course Outline

管理學院數位行銷與服務創新國際學士班學士班

中文課程名稱 Course Name in Chinese	經濟學原理-個體篇				
英文課程名稱 Course Name in English	Principle of Economics-Micro Part				
科目代碼 Course Code	DMSI10040	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					
This is an introductory course in microeconomics. It focuses on helping students to understand the basic principles of microeconomics and the applications of theories in daily life. Since our life is in large part about making choices subject to limited resources, this course will help you see through how retinol decisions are made by individuals/firms/government and how it might be changed for the better. More importantly, how the market-where “supply” and “demand” interact - works and sets its price will be further elaborated. Despite the fact that the efficient market is not always the case, the government will be proved to be the solution when market failure (such as externalities) occurs.					
系教育目標 Dept.' s Education Objectives					
1	培養結合理論與實務之數位行銷專業人才				
2	培養結合理論與實務之服務創新專業人才				
3	培養多元視野與跨領域整合能力之數位行銷及服務創新專業人才				
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	具備以資訊技術協助企業運作與商業管理之知識與應用能力				○
B	具備邏輯思考、問題分析與解決之能力				●

C	具備溝通協調與團隊合作之能力	○
D	具備創新思維之能力	○
E	具備國際視野及外語溝通之能力	○

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

課程大綱
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Chapter 1 Ten principles of Economics

Chapter 2 Thinking like an economist

Chapter 4 & 6 Market forces of demand and supply vs. government price control

Chapter 5 Elasticity and its applications

Chapter 13 Cost of production

Chapter 14 Firms in competitive market

Chapter 15 Monopoly

Chapter 16 Monopolistic competition

Chapter 17 Oligopoly

Chapter 10 Externalities

Chapter 11 Public goods and common resources

Chapter 21 The theory of consumer choice

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.)

課程要求和教學方式之建議

Course Requirements and Suggested Teaching Methods

其他

Miscellaneous