



課 綱 Course Outline

管理學院管理科學與財金國際學士學位學程學士班

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	Principles of Economics-Micro Part				
科目代碼 Course Code	MSF_10120	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 rational 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	培育具備良好數量分析能力之管理人才。 Cultivating management professionals with outstanding ability in quantitative analysis.				
2	培育具備財務金融專業知識之人才。 Cultivating professionals with finance-specific knowledge.				
3	培育具備國際視野與外語溝通能力之人才。 Cultivating professionals with a global vision and the ability in foreign-language communication.				
4	培育具備決策分析與問題解決之技能的管理人才。 Cultivating management professionals with knowledge and skills in decision analysis and problem solving.				
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	能以數量方法分析與解決問題。 Using quantitative methods to analyze and solve problems.	○
B	具備財務金融領域之分析能力。 Equipped with the ability to analyze finance.	○
C	能善用資訊科技進行資料分析、統整與呈現。 Using information technology to analyze, integrate, and present data.	○
D	具備國際視野與專業外語能力。 Equipped with a global vision and specialized foreign language proficiency.	●
E	具備掌握財經時事議題及研判財經趨勢之能力。 Equipped with the ability to master topics of finance and economy, and other current news, and to diagnose financial and economic tendencies.	●
F	具備一般管理的基礎知識。 Equipped with basic knowledge of management in general.	○

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

課程大綱 Course Outline

課程大綱

Course Outline

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