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國立東華大學

教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	經濟學原理-個體篇AB			學年/學期 Academic Year/Semester	102/1
課程名稱(英文) Course Name in English	Principle of Economics-Micro Part				
科目代碼 Course Code	EC__1000AB	系級 Department & Year	學一	開課單位 Course-Offering Department	經濟學系
修別 Type	學程 Program	學分數/時間 Credit(s)/Hour(s)	3.0/3.0		
授課教師 Instructor	/梁文榮				
先修課程 Prerequisite					

課程描述 Course Description

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.

課程目標 Course Objectives

基本經濟學原理乃當前現代國民應具備之知識，亦為其他許多商學院及管理學院科目之基礎先修學科。本課程目標即為同學提供良好基礎，充實其知識，使更了解經濟社會現象。

	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	數理分析能力：應用數學與賽局理論分析與解決經濟議題的能力。Mathematical analysis skills: application of mathematical theories and game theory to analyze economic issues	●
B	實證經濟分析能力：善用資訊科技進行資訊蒐集、資料統計與計量分析。Empirical analysis skills: application of statistics and econometrics in data collection and examination	
C	微觀經濟之闡釋能力：通曉個體經濟學相關的理論與應用。Microeconomic perspective: understanding of microeconomic theories and relevant application	●
D	宏觀經濟之闡釋能力：通曉總體經濟學相關的理論與應用。Macroeconomic perspective: understanding of macroeconomic theories and relevant application	
E	樂活能力：具備適應現代社會的學養以及就業能力。Employment opportunities: capabilities of working on important policy and decision challenges in business and government	●

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

授 課 進 度 表 Teaching Schedule & Content

週次Week	內容 Subject/Topics	備註Remarks
1	Ch. 1. First Principles & Ch. 2. Economic Models: Trade-offs and Trade Ch.3. Supply and Demand	

2	中秋節放假	
3	Ch. 4. Consumer and Producer Surplus	
4	Ch.5. The Market Strikes Back Ch. 6. Elasticity	
5	國慶日放假	
6	Ch. 7. Taxes	
7	Ch. 8. International Trade	
8	Ch. 9. Making Decisions	
9	期中考試週 Midterm Exam	
10	Ch.10. The Rational Consumers	
11	Ch.11. Consumer Preferences and Consumer Choice	
12	Ch.12. Behind the Supply Curve: Inputs and Costs	
13	Ch.13. Perfect Competition and the Supply Curve	
14	Ch.14. Monopoly	
15	Ch.15. Oligopoly	
16	Ch.16 Monopolistic Competition and Product Differentiation	
17	Ch.17. Externalities	
18	期末考試週 Final Exa	

教 學 策 略 Teaching Strategies

☑ 課堂講授 Lecture ☐ 分組討論Group Discussion ☐ 參觀實習 Field Trip

☐ 其他Miscellaneous:

學期成績計算及多元評量方式 Grading & Assessments

配分項目 Items	配分比例 Percentage	多元評量方式 Assessments							
		測驗 會考	實作 觀察	口頭 發表	專題 研究	創作 展演	卷宗 評量	證照 檢定	其他
平時成績 General Performance	20%	✓							
期中考成績 Midterm Exam	30%	✓							
期末考成績 Final Exam	30%	✓							
作業成績 Homework and/or Assignments									
其他 Miscellaneous (實習課15%，課堂表現5%。)	20%								

評量方式補充說明
Grading & Assessments Supplemental instructions

兩次平時考各占10%。

教科書與參考書目（書名、作者、書局、代理商、說明） Textbook & Other References (Title, Author, Publisher, Agents, Remarks, etc.)
Krugman, P., and R. Wells, Economics, 東華書局。
課程教材網址（教師個人網址請列在本校內之網址） Teaching Aids & Teacher's Website (Personal website can be listed here.)
其他補充說明 (Supplemental instructions)