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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AC			學年/學期 Academic Year/Semester	105/1
課程名稱(英文) Course Name in English	Principle of Economics-Micro Part				
科目代碼 Course Code	EC__1000AC	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。

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	完備的商學與管理基礎知識。Sound basic knowledge of business and management	●
B	運用理性分析與創新思維從事問題解決。Ability to utilize rational and creative critical thinking in problem solving	●
C	專業外語能力。Professional foreign language skills	○

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. 2. Economic Models: Trade-offs and Trade Ch.3. Supply and Demand	
2	中秋節放假 Mid-Autumn festival	
3	Ch.3. Supply and Demand Ch. 4. Consumer and Producer Surplus	
4	Ch. 5. Price Controls and Quotas	
5	Ch. 6. Elasticity	

6	Ch. 7. Taxes	
7	Ch. 9. Making Decisions	
8	Ch.10. The Rational Consumers quiz 1	
9	期中考試週 Midterm Exam	
10	Ch.11. Behind the Supply Curve: Inputs and Costs	
11	Ch.12. Perfect Competition and the Supply Curve	
12	Ch.13. Monopoly	
13	Ch.13. Monopoly (continue)	
14	Ch.14. Oligopoly	
15	Ch.14.Oligopoly (continue)	
16	ch. 15. Monopolistic Competition and Product Differentiation	
17	Ch.15. Monopolistic Competition and Product Differentiation quiz 2	
18	期末考試週 Final Exam	

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)