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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AD			學年/學期 Academic Year/Semester	107/1
課程名稱(英文) Course Name in English	Principle of Economics-Micro Part				
科目代碼 Course Code	EC__1000AD	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	/尤素娟				
先修課程 Prerequisite					
課程描述　Course Description					

Course Description:

Introduction to microeconomic principles relative to an economic system including supply and demand analysis, types of business organizations; theories of the firm and market models; resource allocation, and factorial distribution.

Prerequisite: Freshman Standing and Above

Course Rationale
Economics / Business Program Learning Goals: Students will understand Economics / business concepts and the use of current tools within organizations to:
1. create and sustain a competitive advantage,
2. to be more efficient in operations,
3. to make more effective decisions, and
4. to transform the organization to remain viable in the long-run.

Course Specific Goals: The major goals to be achieved by students taking this course are:
Since economics is a science that is based on logic and quantitative analysis. Upon successful completion of this course, students should be able to:

A. understand facts, problems, terms, concepts, hypotheses, and theories about the behaviors of individual participants (household units and businesses) in the economy that are engaged in production, exchange, and consumption as they attempt to achieve their objectives.

B. understand current economic conditions in Taiwan and the world economy.

C. predict important developments in the economy.

D. assess specific external and internal factors that affect the efficiency of various economic activities.

E. more effectively and objectively evaluate current government policies and proposals dealing with specific economic problems

F. develop a global perspective about the new economy.

Course learning outcomes:

Upon successful completion of their course, the students will learn the basic principles of macroeconomics, namely:

1. The principle of comparative advantage provides an understanding of why trade exists, outsourcing; who benefits from international trade and who is hurt from it. Also exchange rates and balance of payment.
2. Understand better the basic economic issues affecting the Taiwan and the world, and, as well-informed citizens influence the decisions made by elected officials through their participation in the voting process.
3. Understand how to measure National Income and Output, Employment, Unemployment and Inflation.
4. Understand how the Fiscal and Monetary Policy works; also Deficits and Debts
5. Understand the concept of economic growth and economics of developing countries.

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	Limits, Alternatives, and Choices	
2	The market System and the Circular Flow	
3	Demand, Supply, and market Equilibrium	
4	Demand, Supply, and market Equilibrium: Consumer Behavior	
5	Elasticity, Consumer Surplus, and Product Surplus (I)	
6	Elasticity, Consumer Surplus, and Product Surplus (II)	
7	Measurement: Preferences	
8	The cost of Production	
9	期中考試週 Midterm Exam	
10	Firm theory (I)	
11	Firm theory (II)	
12	Labor and Wage	
13	Market: Pure Competition	
14	Market: Pure Monopoly	
15	Market: Monopolistic Competition and Oligopoly	
16	The concept of Game Theory	
17	Current Issues in Micro Theory and Policy	
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:

教 學 創 新 自 評 Teaching Self-Evaluation

創新教學(Innovative Teaching)

☐ 問題導向學習(PBL) ☐ 團體合作學習(TBL) ☐ 解決導向學習(SBL)

☐ 翻轉教室 Flipped Classroom ☐ 磨課師 Moocs

社會責任(Social Responsibility)

☐ 在地實踐Community Practice ☐ 產學合作 Industy-Academia Cooperation

跨域合作(Transdisciplinary Projects)

☐ 跨界教學Transdisciplinary Teaching ☐ 跨院系教學Inter-collegiate Teaching

☐ 業師合授 Courses Co-taught with Industry Practitioners

其它 other:

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	5%								
期中考成績 Midterm Exam	30%								
期末考成績 Final Exam	35%								
作業成績 Homework and/or Assignments	10%								
其他 Miscellaneous (小考成績 QUIZZES)	20%								

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

EVALUATION/ASSESSMENT METHODS

Achievement of students' learning objectives and outcomes will be evaluated based on the following examination methods and events:

1.The midterm and final exam is a three-hour event in class.

2.There are no provisions for make-up exams for midterm and final exam. However, if a student has a legitimate reason for missing a scheduled exam, he/she will be allowed to take no more than one make-up exam. Moreover, MAKE-UP TESTS MAY CONSIST OF QUESTIONS WITH MUCH HIGHER DIFFICULTY LEVELS THAN SCHEDULED TESTS, because the student has the benefit of more preparation time and information that can be obtained from classmates. To take a make-up test, the student must provide a legitimate excuse signed by a qualified person; for example a physician in case of illness.

3.There will be 3 to 4 quizzes in our course. THERE ARE NO MAKE-UPS FOR MISSED QUIZZES. Therefore a score of "0" will be assigned to a missed quiz.

4.The use of cell phones is not allowed while students are taking exam or quizzes.

5.Homework Assignments may be assigned at the end of each chapter, as deemed necessary, depending on the significance of the chapter materials to the student's learning process. A score of "0" will be assigned to a missed homework.

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.)

TEXTBOOK (optional):
Mankiw, G., Principles of Economics,7e, South-Western, Mason, Ohio 45040
Or other Economics relative textbooks.

Supplemental readings:
Students are recommended to read the business section of daily newspapers, weekly magazines re relative issues. Additional reading assignments will be given as deemed necessary.

課程教材網址(含線上教學資訊,教師個人網址請列位於本校內之網址)
Teaching Aids & Teacher's Website(Including online teaching information. Personal website can be listed here.)

其他補充說明 (Supplemental instructions)

INSTRUCTIONAL METHOD:

The primary method of course delivery is lecture and interactive discussion through active student participation in class discussion. The lectures will be devoted to the coverage of the textbook chapters with primary emphasis on the basic economic principles and their relevance to individual and organizational behavior pertaining to economic phenomena. To enhance their learning, the students are expected to comply with their reading assignments in order to participate in class discussions as well as all other supplemental materials provided by the instructor. To ensure that the students understand the concepts and illustration as the course unfolds chapter after chapter, the students may be assigned questions whose answers will be discussed in class. Homework assignments will require using the lecture or textbook for answers to specific concept questions and illustrations. These assignments will help them develop the ability to think logically as well as use quantitative analysis in order to explain the behaviors of individual units engaged in production, exchange, and consumption of goods and services.

To understand the economic concepts, and earn a passing grade the students are encouraged to:

a. attend class regularly, and participate actively in classroom discussion;

b. read the textbook chapters, and other relevant reading materials assigned by the instructor.

c. utilize the study guide and sample tests and quizzes from the lecture

d. ask for help whenever needed through personal visits during office hours, or asking questions via e-mail, or phone calls.

e. allocate enough time for reading assignments and preparation for tests and final exam.