**管院學士班課程大綱**

**BA/BBA Program Syllabus**

**2023.09.20修訂**

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| 系所Department | 經濟學系 Economics | | | | | 必選修compulsory/elective | | 必修Compulsory | |
| 課程名稱  Course title | Principles of Economics (I) | | | | | 學分數Credit(s) | | 3 | |
| 課號  Course Code | 5101001 01 | | | | | 全英文授課English Taught (EMI) | | 是(Yes) | |
| 學年/學期academic year/Semester | 114/01,  Fall 2025 | | | | | 上課地點Classroom | | 管院 336R | |
| 講授教師  Instructor | Ho Pan Shum (Peter) | | | | | 上課時間  Time | | Monday & Wednesday,  10:10 – 12:00 | |
| 教師辦公室&諮詢時間 Instructor office & office hour | | In Person: Tuesday 15:00-16:00 @ School of Management Room 316;  Online: Check “Important Information”. | | 教師聯絡資訊  Instructor Contact | | | Phone: 05-2720411 ext.34168  Email: ch@hopanshum.com | | |
| 助教  Teaching Assistant | | TBD | | 助教 聯絡資訊  TA contact | | | Email: TBD | | |
| 先修課程  Pre-requisite courses | N/A | | | | | | | | |
| 學習目標  Learning Objective | As a first course in economics, students after completing this course are expected to:   1. Acquire logic of economics analysis and apply it to solve academic and daily life problems; and 2. Think critically and reflect on internal or external thoughts from various sources including journal articles, books, and newspapers; and 3. Develop ability to learn independently through the exploration of academic resources and comprehension of unprocessed materials; and 4. Deploy modern technologies needed for future academic and career success. | | | | | | | | |
| 課程概述  Course Descriptions | A fundamental course in Microeconomics, in which we will study:   1. Demand and Supply in Competitive Markets; and 2. Consumer’s Problem and Choices; and 3. Producer’s Problem and Choices; and 4. Elasticity, Monopoly, and Oligopoly; and 5. Externalities.   Overall, this course exposes students to the foundational framework of microeconomics analysis. Students will understand the different elements that compose a market and the roles they serve. | | | | | | | | |
| **對應AOL職能素養(AOL Competency)** | | | | | | | | | |
| 選擇一個項目。  **職能素養1(Competency 1): 成本效益分析Cost-Benefit Analysis** | | | | **職能素養3(Competency 3): 問題解決能力Problem Solving Skills** | | | | | |
| 課程類別  Course Attributes | □人文關懷課程(Humanities Caring) □競賽專題課程(Competition) ☑ 問題導向課程(Problem-solving) □專題導向課程(Project-based) □實作課程(Practice-based) □總整課程(Capstone) | | | | | | | | |
| 教材編選  Teaching materials | □自製簡報(self-made PPTs) □課程講義(Teaching Notes)  ☑ 自編教科書(self-made textbooks) □教學程式(programming)  □自製教學影片(self-made video) □其他(Others) | | | | | | | | |
| 教學資源  Teaching Resources | ☑ 課程網站(Website) □實習網站(Intern Web)  □教材電子檔供下載(Downloadable Files) | | | | | | | | |
| 教科書/參考書  Textbooks/References | Parkin, Michael (2023) Economics. 14/e, Pearson Education Limited. (雙葉 書廊) **[required]** | | | | | | | | |
| 評量方式(請填百分比)  Assessment | 課堂參與 Participation | | 10% | | 個案討論 Case study | | | | % |
| 作業Homework | | 20% | | 專題 Project | | | | % |
| 小考Quiz | | % | | 其他1 other ( ) | | | | % |
| 期中考Midterm | | 30% | | 其他2 other ( ) | | | | % |
| 期末考Final | | 40% | | 其他3 other ( ) | | | | % |
| 報告Presentation | | % | | 其他4 other ( ) | | | | % |
| 其他說明  Other description | Students **must** read the document “Important Information” on top of this syllabus, which can be found on the course website.  Assessment methods and course policies could be found in the same document. | | | | | | | | |

**課程規劃表Course Schedule**

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| **週次**  **week** | **日期(週一)**  **Date(Monday)** | **內容**  **Description** | **教材章節**  **Textbook** | **其他說明**  **Remark** |
| **1.** | 9/8 | Course Introduction; Syllabus Rundown; What is Economics? | Ch. 1 |  |
| **2.** | 9/15 | The Economics Problem | Ch. 2 |  |
| **3.** | 9/22 | Demand and Supply | Ch. 3 | HW1 |
| **4.** | 9/29 | Utility and Demand | Ch. 8 |  |
| **5.** | 10/6 | Mid-Autumn Festival; Uncertainty and Information | Ch. 20 | HW2 |
| **6.** | 10/13 | Organizing Production | Ch. 10 |  |
| **7.** | 10/20 | Output and Costs | Ch. 11 | HW3 |
| **8.** | 10/27 | **Mid-term Exam I**; Elasticity | Ch. 4 |  |
| **9.** | 11/3 | Efficiency and Equity | Ch. 5 |  |
| **10.** | 11/10 | Perfect Competition | Ch. 12 | HW4 |
| **11.** | 11/17 | Monopoly | Ch. 13 |  |
| **12.** | 11/24 | Oligopoly | Ch. 15 | HW5 |
| **13.** | 12/1 | **Mid-term Exam II**; Economic Inequality | Ch. 19 |  |
| **14.** | 12/8 | Government Actions in Market | Ch. 6 |  |
| **15.** | 12/15 | Externalities | Ch. 17 | HW6 |
| **16.** | 12/22 | Christmas Holidays; *Non-mandatory Class* |  |  |
| **17.** | 12/29 | Review Section; Problems Workshop |  |  |
| **18.** | 1/5 | **Final Exam** |  |  |