B.A. Program in Economics
Department of Economics
NATIONAL CHUNG CHENG UNIVERSITY
Fall 2025 (Syllabus)

Department	Economics			
Course Name	Principle of Economics (I)		Credit	3
Course Code	5101001-04（企管系）			
Instructor	Name: Chia-Hung Sun (孫佳宏) E-mail: ecdchs@ccu.edu.tw Phone: 05-2720411-34122 Class Hour: Mondays and Wednesdays: 14:10~16:00 Office hour: **Wednesdays 12:00-14:00 (or by appointment)** Room: Management Building R330			
Location/Time	Management Building R114			
Prerequisites	Nil			
Course Objectives	This course is intended to provide knowledge, both of theory and empirics, about major contemporary **microeconomic** issues and debates. The aims include the development of an analytical toolkit and of an understanding of the empirical relevance of various models. Also, students are required to develop their ability to provide quantitative and graphical analysis.			
Course Materials	Parkin, Michael (2022), *Economics*, **14th** edition, Addison-Wesley.			
Reference	1. 張清溪、許嘉棟、劉鶯釧、吳聰敏合著《經濟學：理論與實際上冊》八版（翰蘆圖書出版）			
Evaluation				
	□ Quizzes	**20％**	□ Term Paper	％
	□ Midterm exam	**30％**	□ online learning test	**5％**
	□ Final exam	**36％**	□ Participation	**2％**
	□ Case Discussion	％	□ Others (attendance)	**7％**
Important Notes and Policies	Please read the last page for details.			

CLASS SYLLABUS

	Date	Content		Reading
1.	09/08, 09/10	Ch1		
2.	09/15, 09/17	Ch2		
3.	09/22, 09/24	Ch3	Quiz 1 (09/24)	Ch 1-2
4.	~~09/29~~, 10/01	Ch4	9/29 holiday	
5.	~~10/06~~, 10/08	Ch5	10/06 holiday	
6.	10/13, 10/15	Ch6	Quiz 2 (10/15)	Ch 3-4
7.	10/20, 10/23	Ch7		
8.	10/27, **10/30**	Ch8	**Midterm exam (10/30)**	
9.	11/03, 11/05	Ch9		
10.	11/10, 11/12	Ch10		
11.	11/17, 11/19	Ch11	Quiz 3 (11/19)	Ch 9-10
12.	11/24, 11/26	Ch12		
13.	12/01, 12/03	Ch13		
14.	12/08, 12/10	Ch14	Quiz 4 (12/10)	Ch 11-13
15.	12/15, 12/17	Ch15		
16.	12/22, **12/24**	Ch16	**Final exam (12/24)**	**Ch8-16**
17.	12/29, 12/31	To be advised		
18.	01/05, 01/07	To be advised		

Chapter 1: What is Economics?

Chapter 2: The Economic Problem

Chapter 3: Demand and Supply

Chapter 4: Elasticity

Chapter 5: Efficiency and Equity

Chapter 6: Government Actions in Markets

Chapter 8: Utility and Demand

Chapter 9: Possibilities, Preferences, and Choices

Chapter 10: Organizing Production

Chapter 11: Output and Costs

Chapter 12: Perfect Competition

Chapter 13: Monopoly

Chapter 14: Monopolistic Competition

Chapter 15: Oligopoly

Chapter 16: Externalities

ASSURANCE OF LEARNING

Learning Goal

Learning Goals and Objectives	
Goal 1: Cost-Benefit Analysis ☑ 1.1 Understands the source of cost-effectiveness in business	**Goal 3: Problem Solving Skill** ☑3.2 Gathers information and evaluates the result
Goal 1: Cost-Benefit Analysis ☑ 1.2 Relates key knowledge to real practices	**Goal 4: Global Perspective** ☑ 4.1 Demonstrates international perspectives
Goal 2: Information Technology □ 2.1 Understands current IT	**Goal 4: Global Perspective** □4.2 Identifies cultural, economic and environmental differences
Goal 2: Information Technology □ 2.2 Applies current IT in business	**Goal 6: Business Ethics** □ 6.1 Comprehends the philosophy of business ethics
Goal 3: Problem Solving Skill ☑ 3.1 Identifies and analyzes problems	**Goal 6: Business Ethics** □ 6.2 Illustrates courses of action

"Goal 5 English Proficiency is assessed by the external examinations provided by CCU's Language Center"

Curriculum Map:

*Based on the above learning goals, indicate the one (ones) the course has achieved. Use **"0"** to represent the goal is **not covered**, **"1"** to represent **some coverage** of the goal, and **"2"** to represent **strong coverage** of the goal. In the column of "Goals," "1" represents __only one__ objective (usually each goal has two obejectives) that can be assessed this course. "2" indicates __all__ objectives that can apply to assess the corresponding learning goal in this course.*

Goals	Cost-Benefit Analysis	Information Technology	Problem Solving Skill	Global Perspective	Business Ethics
1	2		2	2	1

Assessment:

- 出席率（7%）、與上課參與（+實習課點名, 2%），**4** 次小考（**20%**，實習課時進行，**取 3 次最佳成績**，題型: 選擇題），線上學習（5%），期中考（30%），期末考（36%）

- **學期點名共 5 次**（**7%**），**全到者得 9 分**，點名缺席 1 次得 6 分，缺 2 席次得 3 分，**缺席 3 次以上得 0 分**再扣 5 分，**缺席 4 次: 不得參加期末考**（**扣考**），絕不接受事後補事假；生病者無法出席上課，請事先以 email 告知，當週或隔週補公、病假單，過期不予受理。

- 期中考、期末考考試題型: 選擇題再加上 1、2 題計算或問答題。

- 學期成績總分達 **55 分以上**（**沒有 4 捨 5 入**），以 60 分計!

- Teaching assistant:

- 缺考者以零分計算，請勿事後以電話或 email 解釋缺考理由及要求補考；病重無法參加期中考者（**經核准或報備後**），期末考成績佔 65%，且須檢具**公立醫院就診證明**依規定辦理請假，**期末考不得以任何理由請假**。