

管院學士班課程大綱

BA/BBA Program Syllabus

2019.12.16 修訂

系所 Department	經濟學系 Economics		選修 Compulsory/Elective	必修 Compulsory
課程名稱 Course title	Principle of Economics (I) 5101001 05		學分數 Credit(s)	3
學年/學期 academic year/Semester	114/01, Fall Semester 2025		上課地點 Classroom	創新大樓 164
講授教師 Instructor	Fang-Yueh Chen 陳芳岳		上課時間 Time	Tue. and Thur. 10:10-12:00
教師辦公室&諮詢時間 Instructor office number & office hour		Wednesday, 10:00 am-12:00 am	教師聯絡資訊 Instructor Contact	Phone:05-2720411 ext.34105 Email: ecdfyc@ccu.edu.tw
助教 Teaching assistant		張郁喬	助教 聯絡資訊 TA contact	Email: cyc920327@gmail.com
先修課程 Pre-requisite courses				
課程目標 Course Objective		This course covers a broad range of topics in Microeconomics, including consumer and producer decision-making in competitive markets. It also explores key concepts in industrial organization theory and examines how externalities and public goods are addressed within the framework of microeconomic analysis. In addition, the course introduces selected topics such as income distribution in the labor market and environmental economics. The primary goal is to equip students with a solid foundation in microeconomic theory, with an emphasis on analyzing policy issues in markets from both positive and normative perspectives.		
AACSB 學習品質保證學習目標 Assurance of Learning (AOL) Learning goals *請先選填為主要或次要學習目標(Major or minor learning goal)，再選擇對應之學習目標				
主要學習目標 Major learning goal 目標 3：問題解決能力 LG3:Problem Solving Skills		次要學習目標 Minor learning goal 目標 1：成本效益分析 LG1:Cost-Benefit Analysis	選擇一個項目。 選擇一個項目。	
教材 Teaching materials		Parkin, Michael (2023) Economics. 14/e, Pearson Education Limited. (雙葉書廊) [required]		
網址 Course website		https://ecourse2.ccu.edu.tw/		
教科書/參考書 Textbooks/Reference		毛慶生、朱敬一、林全、許松根、陳添枝、陳思寬、黃朝熙合著 (2022) 經濟學，第 10 版 (華泰總經銷)		
評量方式(請填百分比)		課堂參與 Participation	%	個案討論 Case study
				%

Assessment	作業 Homework	20%	專題 Project	%
	小考 Quiz	15%	其他 1 other (出席率上課點名)	5%
	期中考 Midterms	35%	其他 2 other (上課筆記)	5%
	期末考 Final	20%	其他 3 other ()	%
	報告 Presentation	%	其他 4 other ()	%
其他說明 Other description	1. Assignments must be completed on the university's e-course platform. Late submissions will not receive any credit. 2. Students are expected to take notes during class, and these notes will be graded throughout the semester. 3. Students who are absent must provide appropriate documentation. Early examinations or make-up tests will only be allowed in cases of documented emergencies.			

課程規劃表 Course Schedule

週次 Week	日期 Date	內容 Description	教材章節 Textbook
1.	9/9, 11	What is Economics?	Ch. 1
2.	9/16, 18	The Economic Problem	Ch. 2
3.	9/23, 25	Utility and Demand	Ch. 8
4.	9/30, 10/2	Possibility, Preferences, and Choices	Ch. 9 + Chap 3 (pp. 97-103)
5.	10/7, 10/9	Uncertainty (pp. 511-517) 考前小複習	Ch. 20 (pp. 511-517)
6.	10/14, 10/16	第一次小考 Organizing Production	Chs. 1,2,8,9 Ch. 10
7.	10/21, 23	Organizing Production Output and Costs	Chs. 10, 11
8.	10/28, 30	Output and Costs	Ch. 11
9.	11/4, 6	Demand, Supply, and Elasticity	(Chs. 3, 4)
10.	11/11, 11/13	第一次期中考試 Efficiency and Equity Perfect Competition	Chs. 10, 11, 20 (pp. 511-517) Chs. 5, 12
11.	11/18, 20	Perfect Competition Government Actions in Markets	Chs.12, 6
12.	11/25, 27	Monopoly	Ch. 13
13.	12/2, 4	Monopolistic Competition	Ch. 14
14.	12/9 12/11	第二次期中考試 Global Markets in Action	Chs.12,13,14 Ch. 7
15.	12/16, 18	Oligopoly	Ch. 15
16.	12/23, 12/25	Public Choices, Public Goods and Healthcare	Ch. 16
17.	12/30, 01/01	Externalities 中華民國開國紀念日	Ch. 17
18.	2026/1/6	期末考試	Chs.15,16,17