

管院學士班課程大綱

BA/BBA Program Syllabus

2023.09.20修訂

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 02		全英文授課English Taught (EMI)	是(Yes)
學年/學期academic year/Semester	115/01, Fall 2026		上課地點 Classroom	School of Management 336R
講授教師 Instructor	Ho Pan Shum (沈豪斌)		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 10:10-13:00 @ 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	Kevin Yu (余常誠)	助教 聯絡資訊 TA contact	Email: N/A (Please first contact instructor)	
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	[MP] Parkin, Michael (2023) Economics. 14/e, Pearson Education Limited. (雙葉書廊) [OS] Principle of Economics 3e, OpenStax (OS)			
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

週次 week	日期(週一) Date(Monday)	內容 Description	教材章節 Textbook	其他說明 Remark
1.	9/7	Course Introduction; Syllabus Rundown; What is Economics?	Ch. 1	
2.	9/14	Choice in a World of Scarcity	Ch.2	
3.	9/21	Demand and Supply	Ch. 3	
4.	9/28	<i>Confucius' Birth</i> ; Labor and Financial Markets	Ch. 4	HW1
5.	10/5	Consumer Choices	Ch. 5	
6.	10/12	Elasticity	Ch. 6	HW2
7.	10/19	Mid-term Exam I ; Production, Costs, and Industry Structure	Ch. 7	
8.	10/26	<i>Retrocession Day</i> ; Perfect Competition	Ch. 8	
9.	11/2	Monopoly	Ch. 9	HW3
10.	11/9	Monopolistic Competition and Oligopoly	Ch. 10	
11.	11/16	Positive Externalities	Ch. 13	HW4
12.	11/23	Mid-term Exam II ; <i>No class</i>		
13.	11/30	Labor Markets and Income	Ch. 14	
14.	12/7	Financial Market	Ch. 17	HW5
15.	12/14	Public Economy	Ch. 18	
16.	12/21	<i>Christmas Holidays</i>		HW6
17.	12/28	<i>Review Section; Problems Workshop</i>		
18.	1/4	Final Exam		