

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		必選修 compulsory/elective	必修 Compulsory
課程名稱 Course title	經濟學原理(一) Principle of Economics (I)		學分數 Credit(s)	3
學年/學期 academic year/Semester	選擇一個項目。 115-1 學期 Fall semester 2026		上課地點 Classroom	管院 R120
講授教師 Instructor	許毓珊 YU-SHAN HSU		上課時間 Time	Mon. and Wed. 10:10AM~12:00PM
教師辦公室&諮詢時間 Instructor office number & office hour	College of Management 525, Mon. 12:00-14:00	教師聯絡資訊 Instructor Contact	Phone:05-2720411#34127 Email:ecdysh@ccu.edu.tw	
助教 Teaching assistant	余丞勳	助教 聯絡資訊 TA contact	Email:	
先修課程 Pre-requisite courses	None			
課程目標 Course Objective	Learning and understanding principles of economics.			
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 1：成本效益分析 LG1:Cost-Benefit Analysis	選擇一個項目。 選擇一個項目。		選擇一個項目。 選擇一個項目。	
教材 Teaching materials	Ch1: The Principles and Practices of Economics Ch2: Economic Models and Economic Questions Ch3: Optimizations: Doing the Best You can Supplement: Basic Calculus Ch4: Demand, Supply, and Equilibrium Ch5: Consumers and Incentives Ch6: Sellers and Incentives Ch7: Perfect Competition and the Invisible Hand Ch8: Trade Ch9: Externalities and Public Goods Ch10: The Government in The Economy: Taxation and Regulation Ch11: Monopoly Ch12: Game Theory and Strategic Play			

	Ch13: Oligopoly Ch14: Monopolistic Competition Ch15: Factor input markets Ch16: Consumers' behaviors			
網址 Course website	http://ecourse2.ccu.edu.tw			
教科書/參考書 Textbooks/Reference	教科書:			
評量方式(請填百分比) Assessment	課堂參與 Participation	%	個案討論 Case study	%
	作業 Homework	%	專題 Project	%
	小考 Quiz	%	其他 1 other ()	%
	期中考 Midterm	%	其他 2 other ()	%
	期末考 Final	%	其他 3 other ()	%
	報告 Presentation	%	其他 4 other ()	%
其他說明 Other description	請尊重智慧財產權，不得非法影印教師指定之教科書籍			

課程規劃表 Course Schedule

週次 week	日期 Date	內容 Description	教材章節 Textbook	其他說明 Remark
1.		The Principles and Practices of Economics	CH1	
2.		Economic Models and Economic Questions	CH2	
3.		Optimizations: Doing the Best You can Supplement: Basic Calculus	CH3	
4.		Demand, Supply, and Equilibrium	CH4	
5.		Consumers and Incentives	CH5	
6.		Sellers and Incentives	CH6	
7.		Perfect Competition and the Invisible Hand	CH7	
8.		Midterm Exam		
9.		Externalities and Public Goods	CH9	
10.		The Government in The Economy: Taxation and Regulation	CH10	
11.		Monopoly	CH11	
12.		Game Theory and Strategic Play	CH12	
13.		Oligopoly	CH13	
14.		Monopolistic Competition	CH14	
15.		Factor input markets	CH15	
16.		Final Exam		