

B.A. Program in Economics
Department of Economics
NATIONAL CHUNG CHENG UNIVERSITY
Fall 2026 (Syllabus)

2026/07/19 updated

Department	Economics			
Course Name	Microeconomics		Credit	3
Course Code	5102103-01			
Instructor	Name: Chia-Hung Sun (孫佳宏) E-mail: ecdchs@ccu.edu.tw Phone: 05-2720411-34122 Office hour: Wednesdays 12:00-14:00 (or by appointment) Room: Management Building R330 TA:			
Location/Time	Management Building R120; Mondays: 16:10~19:00			
Prerequisites	Nil			
Course Objectives	This course aims to provide a general introduction to microeconomic theory. Rather than considering markets or economies as a whole, we shall primarily focus on the behavior of individual economic agents (e.g. consumers, firms). To do so, one must clearly define the agent’s objective (e.g. to maximize utility, maximize profits) and the constraints they are subject to (e.g. an individual’s income, a firm’s costs of production).			
Course Materials	(NEW!) Perloff, Jeffrey M. 2022 <i>Microeconomics with Calculus</i> , 5ed edition, Pearson.			
Reference	1. Varian, Hal R. 2014 <i>Intermediate Microeconomics: A Modern Approach</i> , 9th edition 2. Landsburg, Steven E. (2024) <i>Price Theory and Applications</i> , 10th edition , South-Western.			
Evaluation	☐ Assignment	%	☐ Presentation	%
	☐ Quizzes	20%	☐ Term Paper	%
	☐ Midterm exam	33%	☐ online learning tests	3%
	☐ Final exam	36%	☐ Participation	
	☐ Case Discussion	%	☐ Others (attendance)	8%
Important Notes and Policies	Please read the last page for details.			

CLASS SYLLABUS

	Date	Content		Reading
1.	9/7	Introduction		Chapter 1
2.	9/14	Supply and Demand		Chapter 2
3.	9/21	A Consumer's Constrained Choice		Chapter 3
4.	9/28	Holiday		
5.	10/05	A Consumer's Constrained Choice	Quiz 1	Chapter 3
6.	10/12	Demand		Chapter 4
7.	10/19		Quiz 2	Chapter 4
8.	10/26	Holiday		
9.	11/02	Midterm exam		
10.	11/09	Consumer Welfare and Policy Analysis		Chapter 5
11.	11/16	Firms and Production		Chapter 6
12.	11/23	Costs	Quiz 3	Chapter 7
13.	11/30	Costs		Chapter 7
14.	12/07	Competitive Firms and Markets	Quiz 4	Chapter 8
15.	12/14	Competitive Firms and Markets		Chapter 8
16.	12/21	Final exam		
17.	12/28	To be advised		
18.	01/04	To be advised		

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 objectives) 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:

- ◆ 出席率與上課參與 (8%)，4 次小考 (20%，**取 3 次最佳成績**)，期中考 (33%)，期末考 (36%)，online learning tests (3%)
- ◆ 學期點名共 5 次，全到者得 10 分 (8 加 2 分)，點名缺席 1 次得 7 分，缺 2 席次得 4 分，**缺席 3 次者得 0 分，缺席 4 次期末考***扣考*****，絕不接受事後補公假、事假；生病者無法出席上課，請事先以 email 告知老師 or 助教，事後補病假單。
- ◆ **第 3 次重修者 (含 3 次以上)**，得繳交 4 次習題作業代替出席上課，符合資格者，請在開學**第 1 週下課後跟老師登記**。
- ◆ 期中考、期末考考試題型: 計算題。
- ◆ **學期成績總分達 55 分以上 (沒有 4 捨 5 入)**，以 60 分計!
- ◆ 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 70%，且須檢具**公立醫院就診證明**依規定辦理 P 請假，**期末考不得以任何理由請假**。