

管院學士班課程大綱

BA/BBA Program Syllabus

2023.09.20 修訂

系所 Department	財務金融學系 Finance	必選修 compulsory/elective	必修 Compulsory
課程名稱 Course title	個體經濟學 Microeconomics	學分數 Credit(s)	3
課號 Course Code	5152012 01	全英文授課 English Taught (EMI)	是(Yes)
學年/學期 academic year/Semester	115 學年度第 1 學期 Fall 2026	上課地點 Classroom	Room 350
講授教師 Instructor	許至廷 Zhi-Ting Xu	上課時間 Time	Tuesday, 10:10~13:00
教師辦公室&諮詢時間 Instructor office & office hour	Room 358 Tuesday, 14:00~17:00 Or by appointment	教師聯絡資訊 Instructor Contact	Phone: Ext. 34204 Email: ztxuccu@ccu.edu.tw
助教 Teaching Assistant		助教 聯絡資訊 TA contact	
先修課程 Pre-requisite courses			
學習目標 Learning Objective	By the end of this course, students are expected to achieve the following objectives: 1. Understand and apply core microeconomic models, including consumer choice, producer theory, and cost functions, using geometric graphs and fundamental mathematics. 2. Comprehend the impact of asymmetric information and uncertainty on market mechanisms, and link these microeconomic intuitions to real-world business environments and financial practices (e.g., agency problems and risk management). 3. Utilize the microeconomic framework to interpret real-world economic data, demonstrating the ability to translate abstract theories into concrete empirical analysis.		
課程概述 Course Descriptions	This course is designed to build a rigorous analytical framework of microeconomics for students. Starting from the fundamental supply and demand model, the course explores the decision-making behaviors underlying consumer utility maximization and firm profit maximization. In addition to traditional market structures and welfare analysis, this course places special emphasis on advanced topics crucial to financial markets, such as "choice under uncertainty," "game theory," and "asymmetric information" (e.g., adverse selection and moral hazard). Through theoretical derivation and empirical data practices, this course aims to provide students with a solid logical and analytical foundation for advanced finance courses, such as asset		

	pricing and corporate finance.			
對應 AOL 職能素養(AOL Competency)				
職能素養 3(Competency 3): 問題解決能力 Problem Solving Skills		職能素養 2(Competency 2): 創新思考 Creative Thinking		
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	Textbooks: Nicholson, W., & Snyder, C. M. (2022). Intermediate Microeconomics and Its Application (13th US ed.). Cengage Learning. (雙葉進□) References: Pindyck, R. S., & Rubinfeld, D. L. (2018). Microeconomics (9th Global ed.). Pearson. (華泰文化進□) Frank, R. H. (2021). Microeconomics and Behavior (10th ed.). McGraw-Hill.			
評量方式(請填百分比) Assessment	課堂參與 Participation	40%	個案討論 Case study	%
	作業 Homework	%	專題 Project	%
	小考 Quiz	%	其他 1 other ()	%
	期中考 Midterm	30%	其他 2 other ()	%
	期末考 Final	30%	其他 3 other ()	%
	報告 Presentation	%	其他 4 other ()	%
其他說明 Other description	Attendance & Participation Policy: Interaction and discussion are core components of this course. Active participation and questioning are highly encouraged. Academic Integrity & AI Usage Policy: This course strictly adheres to academic integrity. Plagiarism, cheating, or free-riding of any kind will not be tolerated. Regarding Generative AI (e.g., ChatGPT, Claude): You may use these tools as aids for debugging or conceptual learning. However, direct "copy-pasting" of AI-generated content or code for final submissions is strictly prohibited. All data and literature referenced must be properly cited. Any violation of academic integrity will result in a zero for the assessment and will be reported to the university.			

	Classroom Etiquette & Device Usage Policy: Laptops and tablets are permitted in class strictly for note-taking, reviewing literature, or in-class coding exercises. However, engaging in non-class-related activities (such as browsing social media or gaming) is prohibited. Please mute your mobile phones during class to help maintain a focused and professional learning environment.
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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.	9/8	Introduction	Ch. 1	
2.	9/15			
3.	9/22	Utility and Choice	Ch. 2	
4.	9/29	Demand Curves	Ch. 3	
5.	10/6	Uncertainty	Ch. 4	
6.	10/13	Game Theory	Ch. 5	
7.	10/20	Production	Ch. 6	
8.	10/27	Costs	Ch. 7	
9.	11/3	Mid-term Exam		
10.	11/10	Profit Maximization and Supply	Ch. 8	
11.	11/17	Perfect Competition in a Single Market	Ch. 9	
12.	11/24	General Equilibrium and Welfare	Ch. 10	
13.	12/1	Monopoly	Ch. 11	
14.	12/8	Imperfect Competition	Ch. 12	
15.	12/15	Asymmetric Information	Ch. 15	
16.	12/22	Final Exam		
17.	12/29	Self-learning		
18.	1/5	Self-learning		