

Department of Economics  
College of Management  
NATIONAL CHUNG CHENG UNIVERSITY  
Spring 2021

Department	Economics			
Course Name	Production Economics		Credit	3
Course Code	5103105			
Instructor	Name: Chia-Hung Sun (孫佳宏) E-mail: <a href="mailto:ecdchs@ccu.edu.tw">ecdchs@ccu.edu.tw</a> Phone: 05-2720411-34122 Office hour: Tuesdays 10:00-12:00 (or by appointment) Room: Management Building R330 Teaching assistant:			
Location/Time	Management Building R336; Tuesdays: <b>16:10~19:00</b>			
Prerequisites	Nil			
Course Objectives	The focus of the course is to provide you with the theory behind consumer demand and producer supply. Within this dual focus you will learn about utility maximization, production functions, cost minimization, and profit maximization.			
Course Materials	Nicholson, and Snyder (2011) <i>Microeconomic Theory: Basic Principles and Extensions</i> (with Economic Applications), 11 edition South-Western College Pub. Coelli, T.J., Rao, D.S.P., O'Donnell, C.J., Battese, G.E. (2005), <i>An Introduction to Efficiency and Productivity Analysis</i> , 2 <sup>nd</sup> edition, pp. 350.			
Course Web	<a href="https://ecourse2.ccu.edu.tw/">https://ecourse2.ccu.edu.tw/</a>			
Reference	黃鏡如、傅祖壇、黃美瑛 (2008) 『績效評估：效率與生產力之理論與應用』新陸書局出版.			
Evaluation	2 Quizzes	20%	Attendance	7%
	Midterm exam	20%	Participation	3%
	Final exam	20%	Midterm report	30%
Important Notes and Policies	Please read the last page for details.			

## CLASS SCHEDULE

Week	Date	Reading
1.	2/23	<b>Nicholson, and Snyder (2011)</b> , Chap2: Mathematics for Microeconomics
2.	3/2	Chap2: Mathematics for Microeconomics
3.	3/9	Chap9: Production Functions
4.	3/16	Chap9: Production Functions
5.	3/23	Chap10: Cost Functions <b>QUIZ 1 (3/23);</b>
6.	3/30	Chap10: Cost Functions
7.	4/6	校際活動（停課）
8.	4/13	Chap11: Profit Maximization <b>QUIZ 2 (4/13)</b>
9.	4/20	<b>Midterm exam</b>
10.	4/27	1: Introduction
11.	5/4	2: Review of Production Economics
12.	5/11	3: Productivity and Efficiency Measurement Concepts
13.	5/18	4: Index Numbers and Productivity Measurement
14.	5/25	6: Data Envelopment Analysis
15.	6/1	7: Additional Topics on Data Envelopment Analysts
16.	6/8	Presentations
17.	6/15	Presentations
18.	6/22	<b>Final exam</b>

Coelli, T.J., Rao, D.S.P., O'Donnell, C.J., Battese, G.E. (2005), *An Introduction to Efficiency and Productivity Analysis*, 2<sup>nd</sup> edition, pp. 350.

1: Introduction

2: Review of Production Economics

3: Productivity and Efficiency Measurement Concepts

4: Index Numbers and Productivity Measurement

6: Data Envelopment Analysis

7: Additional Topics on Data Envelopment Analysts

## ASSURANCE OF LEARNING CHECK LIST

B.A. Program

Assessment Methods						
Mission		To Create and share leading edge knowledge relevant to business that is of high impact and recognized by the international academic community.				
Evaluation		Learning Goal				
		Information Technology	Knowledge Integration	Quantitative Skill	Global Vision	Business Ethics
Direct Methods	Assignment		☺	☺		
	Quiz/ Midterm Test/ Final Test		☺	☺		
	Case Discussion/ Presentation					
	Term Paper/Project					
Indirect Methods	Student Evaluation Of Objectives	☺	☺			
	General Satisfaction Survey		☺			

Pedagogical Methods	<input checked="" type="checkbox"/> Lecture <input type="checkbox"/> Case Discussion <input type="checkbox"/> e-Learning <input type="checkbox"/> Project Adventure <input type="checkbox"/> Role Playing <input type="checkbox"/> Business Simulation game <input type="checkbox"/> Theater Learning	<input type="checkbox"/> Study Group <input type="checkbox"/> Seminar on Field Research <input type="checkbox"/> Internship <input type="checkbox"/> Service Learning <input type="checkbox"/> Independent Study <input type="checkbox"/> Dialogue Teaching <input type="checkbox"/> Others:_____
Student Abilities Enhancement	<b>B. A. Program</b> <input checked="" type="checkbox"/> Information technology: Understanding the current IT. <input type="checkbox"/> Information technology: Applying the current IT in economics. <input type="checkbox"/> Knowledge integration: Understanding the content of key theories/knowledge. <input checked="" type="checkbox"/> Knowledge integration: Applying key theories/knowledge in real practices. <input type="checkbox"/> Knowledge integration: Realizing the implications of theories/knowledge. <input checked="" type="checkbox"/> Quantitative skills: Understanding of the concept of the methods of quantitative analysis. <input checked="" type="checkbox"/> Quantitative skills: Knowledge of the basic methods of analysis.	

	<ul style="list-style-type: none"> <li>□ Quantitative skills: Knowledge of the complex quantitative methods of analysis.</li> <li>□ Global vision: Demonstrating international views.</li> <li>□ Global vision: Understanding cultural differences.</li> <li>□ Business Ethics: Understanding ethical issues.</li> <li>□ Business Ethics: Illustrating fair course of action.</li> </ul>
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#### Assessment:

- ◆ 學期點名共 5 次（7%），全到者得 10 分，點名缺席 1 次得 7 分，缺 2 席次得 2 分，缺席 3 次以上得 0 分總成績再扣 5 分，缺席 4 次：不得參加期末考，（絕不接受事後補事假；生病者無法出席上課，請事先以 email 告知助教，當週或隔週補公、病假單，過期不予受理）
- ◆ ‘**原始**’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 50%，且須檢具公立醫院就診證明依規定辦理請假，**期末考不得以任何理由請假**。