

## Tamkang University Academic Year 104, 1st Semester Course Syllabus

Course Title	MANAGERIAL ECONOMICS	Instructor	VARGA RENE FERENC FRANCOIS
Course Class	TQGB4A DEPARTMENT OF GLOBAL POLITICS AND ECONOMICS (ENGLISH-TAUGHT PROGRAM), 4A	Details	♦ Selective ♦ One Semester ♦ 3 Credits
D e p a r t m e n t a l   A i m   o f   E d u c a t i o n			
To be equipped with a basic knowledge of economics and political science, to develop confidence in communicating professionally and academically in English in matters related to the global political economy; to acquire the capability to conduct further research individually and collectively with others; and ultimately to prepare oneself to become professionals and leaders with a global perspective for the international arena.			
D e p a r t m e n t a l   c o r e   c o m p e t e n c e s			
A. Provide essential analytical abilities in the area of politics and economics B. Provide knowledge and skills to understand the current global issues C. Develop a high level of proficiency in verbal and written English required in the course of study and for communication purposes D. Develop ability to pursue research independently as well as in teams E. Provide basic knowledge on Taiwan's political and economic development			
Course Introduction	Managerial Economics extracts from Microeconomics those concepts and techniques that enable managers in private or public structures (decision makers) to select strategic decision, to allocate efficiently the available resources and to respond effectively to tactical issues. We will also emphasize the “how-to” , through study cases and the use of EXCEL.		

## The Relevance among Teaching Objectives, Objective Levels and Departmental core competences

I.Objective Levels (select applicable ones) :

- (i) Cognitive Domain : C1-Remembering, C2-Understanding, C3-Applying,  
C4-Analyzing, C5-Evaluating, C6-Creating
- (ii) Psychomotor Domain : P1-Imitation, P2-Mechanism, P3-Independent Operation,  
P4-Linked Operation, P5-Automation, P6-Origination
- (iii) Affective Domain : A1-Receiving, A2-Responding, A3-Valuing,  
A4-Organizing, A5-Characterizing, A6-Implementing

II.The Relevance among Teaching Objectives, Objective Levels and Departmental core competences :

- (i) Determine the objective level(s) in any one of the three learning domains (cognitive, psychomotor, and affective) corresponding to the teaching objective. Each objective should correspond to the objective level(s) of ONLY ONE of the three domains.
- (ii) If more than one objective levels are applicable for each learning domain, select the highest one only. (For example, if the objective levels for Cognitive Domain include C3,C5,and C6, select C6 only and fill it in the boxes below. The same rule applies to Psychomotor Domain and Affective Domain.)
- (iii) Determine the Departmental core competences that correspond to each teaching objective. Each objective may correspond to one or more Departmental core competences at a time. (For example, if one objective corresponds to three Departmental core competences: A,AD, and BEF, list all of the three in the box.)

No.	Teaching Objectives	Relevance	
		Objective Levels	Departmental core competences
1	1 Understand the key concepts of Managerial Economics	C6	AB
2	2 Understand how goals, constraints, incentives and market rivalry affect economic decision	C6	AB
3	3 Know how to analyze the sustainability of an industry' s profits	C6	AB

### Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	1 Understand the key concepts of Managerial Economics	Lecture, Discussion, Problem solving	Written test, Participation
2	2 Understand how goals, constraints, incentives and market rivalry affect economic decision	Lecture, Discussion, Problem solving	Written test, Participation
3	3 Know how to analyze the sustainability of an industry' s profits	Lecture, Discussion, Problem solving	Written test, Participation

This course has been designed to cultivate the following essential qualities in TKU students			
Essential Qualities of TKU Students		Description	
◇ A global perspective		Helping students develop a broader perspective from which to understand international affairs and global development.	
◇ Information literacy		Becoming adept at using information technology and learning the proper way to process information.	
◆ A vision for the future		Understanding self-growth, social change, and technological development so as to gain the skills necessary to bring about one's future vision.	
◇ Moral integrity		Learning how to interact with others, practicing empathy and caring for others, and constructing moral principles with which to solve ethical problems.	
◆ Independent thinking		Encouraging students to keenly observe and seek out the source of their problems, and to think logically and critically.	
◇ A cheerful attitude and healthy lifestyle		Raising an awareness of the fine balance between one's body and soul and the environment; helping students live a meaningful life.	
◆ A spirit of teamwork and dedication		Improving one's ability to communicate and cooperate so as to integrate resources, collaborate with others, and solve problems.	
◇ A sense of aesthetic appreciation		Equipping students with the ability to sense and appreciate aesthetic beauty, to express themselves clearly, and to enjoy the creative process.	
Course Schedule			
Week	Date	Subject/Topics	Note
1	104/09/14 ~ 104/09/20	Introduction of the course, structure and materials	
2	104/09/21 ~ 104/09/27	Review of the formal tools needed in Managerial Economics	
3	104/09/28 ~ 104/10/04	Review of the key economic tools needed in Managerial Economics	
4	104/10/05 ~ 104/10/11	Applied Demand and Supply Analysis	
5	104/10/12 ~ 104/10/18	Demand Estimation	
6	104/10/19 ~ 104/10/25	Applied Demand Estimation	
7	104/10/26 ~ 104/11/01	The Theory of Individual Behavior	
8	104/11/02 ~ 104/11/08	Production Process and Costs	
9	104/11/09 ~ 104/11/15	Review	
10	104/11/16 ~ 104/11/22	Midterm Exam Week	
11	104/11/23 ~ 104/11/29	The Goals and Organization of the Firm	
12	104/11/30 ~ 104/12/06	Uncertainty, Auctions and Information Structures	

13	104/12/07 ~ 104/12/13	Pricing Techniques and Analysis	
14	104/12/14 ~ 104/12/20	Long-Term Investment Analysis	
15	104/12/21 ~ 104/12/27	Introduction to Pure and Monopolistic Competition	
16	104/12/28 ~ 105/01/03	Introduction to Oligopoly and Game Theory	
17	105/01/04 ~ 105/01/10	Review	
18	105/01/11 ~ 105/01/17	Final Exam Week	
Requirement			
Teaching Facility		Projector, Other (Handouts)	
Textbook(s)		<ul style="list-style-type: none"> <li>Michael R. Baye (2009), Managerial Economics and Business Strategy, McGraw Hill International Edition, Sixth Edition</li> </ul>	
Reference(s)			
Number of Assignment(s)		(Filled in by assignment instructor only)	
Grading Policy		<p>◆ Attendance : 20.0 %    ◆ Mark of Usual :       %    ◆ Midterm Exam : 25.0 %</p> <p>◆ Final Exam : 35.0 %</p> <p>◆ Other 〈Exercises and Quiz〉 : 20.0 %</p>	
Note		<p>This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="http://info.ais.tku.edu.tw/csp">http://info.ais.tku.edu.tw/csp</a> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <a href="http://www.acad.tku.edu.tw/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a>.</p> <p><b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b></p>	