

Tamkang University Academic Year 104, 1st Semester Course Syllabus

Course Title	ECONOMICS	Instructor	HUANG, YUNG-KUEI
Course Class	TQTXB1B DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 1B	Details	<ul style="list-style-type: none"> ◆ Required ◆ One Semester ◆ 3 Credits
Departmental Aim of Education			
To develop talented managers with international competitive advantage in the tourism industry.			
Departmental core competences			
<ul style="list-style-type: none"> A. Ability to analyze and solve problems. B. Ability to communicate in English. C. Proper service and work attitude. D. Tourism management knowledge. E. Tourism management skills. 			
Course Introduction	The course introduces the basic concepts and methodology that we use in modern economic analysis. These tools will help students better understand a wide range of phenomena from the standpoint of economics. The course material is structured into Microeconomics and Macroeconomics. Students will learn how to apply microeconomics principles to a wide variety of real world situations in both their personal and professional lives. They will also develop a better understanding of national economic performance.		

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	to understand basic concepts and principles of Economics	C2	D
2	to apply the basic principles of Economics to better understand economic, business, and social issues and trends	C3	A
3	to apply the principles of Economics to make wiser life decisions	C3	A

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	to understand basic concepts and principles of Economics	Lecture, Discussion	Written test, Assignment
2	to apply the basic principles of Economics to better understand economic, business, and social issues and trends	Lecture, Discussion, Problem solving	Written test, Participation, assignment
3	to apply the principles of Economics to make wiser life decisions	Lecture, Discussion	Participation, assignment

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	Orientation	
2	104/09/21 ~ 104/09/27	Thinking Like an Economist	
3	104/09/28 ~ 104/10/04	Comparative Advantage	
4	104/10/05 ~ 104/10/11	Supply and Demand	
5	104/10/12 ~ 104/10/18	Supply and Demand	
6	104/10/19 ~ 104/10/25	Elasticity	
7	104/10/26 ~ 104/11/01	Elasticity	
8	104/11/02 ~ 104/11/08	Demand	
9	104/11/09 ~ 104/11/15	Demand	
10	104/11/16 ~ 104/11/22	Midterm Exam Week	
11	104/11/23 ~ 104/11/29	Perfectly Competitive Supply	
12	104/11/30 ~ 104/12/06	Perfectly Competitive Supply	

13	104/12/07 ~ 104/12/13	Pursuit of Happiness (Movie)	
14	104/12/14 ~ 104/12/20	Monopoly, Oligopoly, and Monopolistic Competition	
15	104/12/21 ~ 104/12/27	Monopoly, Oligopoly, and Monopolistic Competition	
16	104/12/28 ~ 105/01/03	Spending, Income, and GDP	
17	105/01/04 ~ 105/01/10	Review Session	
18	105/01/11 ~ 105/01/17	Final Exam Week	
Requirement	If a student's class absence reaches one-third of the total class hours (in a semester) for this course, the course instructor will notify the Office of Academic Affairs, and the student will not be allowed to take part in the remaining course examinations and will receive a semester grade (for this course) of zero.		
Teaching Facility	Computer, Projector		
Textbook(s)	Frank, R. H., & Bernanke, B. S. (2013). Principles of Economics (5 ed.). McGraw-Hill Education		
Reference(s)			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : % ◆ Mark of Usual : 15.0 % ◆ Midterm Exam : 30.0 % ◆ Final Exam : 30.0 % ◆ Other <TA> : 25.0 %		
Note	This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/CS/main.php . ※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.		