

## Tamkang University Academic Year 105, 1st Semester Course Syllabus

Course Title	ECONOMICS	Instructor	WEI-HSIU LIN
Course Class	TQTXB1B DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 1B	Details	<ul style="list-style-type: none"> <li>◆ Required</li> <li>◆ One Semester</li> <li>◆ 3 Credits</li> </ul>
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 develop talented managers with international competitive advantage in the tourism industry.			
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			
<ul style="list-style-type: none"> <li>A. Ability to analyze and solve problems.</li> <li>B. Ability to communicate in English.</li> <li>C. Proper service and work attitude.</li> <li>D. Tourism management knowledge.</li> <li>E. Tourism management skills.</li> </ul>			
Course Introduction	<p>Economics is not a subject learning abstract concepts, but a tool to analyze the puzzles in our life with concepts. This course would like to introduce the concepts in microeconomics and macroeconomics, and emphasize on the way to use these concepts in the real cases. I hope the students who take this class not only know basic economic concepts but also have new perspectives to your life.</p>		

**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	a. To understand specific terms in Economics b. To practice the way to learn, discuss and express in English c. To have a different view to your life	C4	AD

**Teaching Objectives, Teaching Methods and Assessment**

No.	Teaching Objectives	Teaching Methods	Assessment
1	a. To understand specific terms in Economics b. To practice the way to learn, discuss and express in English c. To have a different view to your life	Lecture, Discussion	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	105/09/12 ~ 105/09/18	Introduction	
2	105/09/19 ~ 105/09/25	Demand and Supply: House Price in USA and Taiwan	
3	105/09/26 ~ 105/10/02	Private and Public Goods: Wildlife Conservation	
4	105/10/03 ~ 105/10/09	Incentive: State-Owned and Private Industries	
5	105/10/10 ~ 105/10/16	Economics of Information: Used-Car Market	
6	105/10/17 ~ 105/10/23	Market Structure: Agricultural Product Price	
7	105/10/24 ~ 105/10/30	Game theory: National Health Insurance of Taiwan	
8	105/10/31 ~ 105/11/06	Watching Movie	
9	105/11/07 ~ 105/11/13	Review	
10	105/11/14 ~ 105/11/20	Midterm Exam Week	
11	105/11/21 ~ 105/11/27	Unemployment and Inflation: Which you like	
12	105/11/28 ~ 105/12/04	Economic Growth and Poverty Inequality	

13	105/12/05 ~ 105/12/11	Trade I: Taiwan' s Trade	
14	105/12/12 ~ 105/12/18	Trade II: WTO	
15	105/12/19 ~ 105/12/25	Financial Crises	
16	105/12/26 ~ 106/01/01	Review	
17	106/01/02 ~ 106/01/08	Final	
18	106/01/09 ~ 106/01/15	Final Exam Week	
Requirement			
Teaching Facility	Computer, Projector		
Textbook(s)	Principles of Economics. 2015. N. Gregory Mankiw. Cengage Learning.		
Reference(s)			
Number of Assignment(s)	10 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 20.0 %   ◆ Mark of Usual :   %   ◆ Midterm Exam : 20.0 % ◆ Final Exam : 30.0 % ◆ Other (Assignment/Quiz) : 30.0 %		
Note	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> . <b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b>		