

## Tamkang University Academic Year 106, 1st Semester Course Syllabus

Course Title	ECONOMICS	Instructor	CHUN-HUNG LIN
Course Class	TLWXB1A BACHELOR'S PROGRAM IN GLOBAL FINANCIAL MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 1A	Details	<ul style="list-style-type: none"> <li>◆ Required</li> <li>◆ 1st Semester</li> <li>◆ 2 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			
<ul style="list-style-type: none"> <li>I. Acquisition of professional knowledge.</li> <li>II. Learning effective self-planning.</li> <li>III. Theoretical application of practical matters.</li> <li>IV. Interpersonal communication and teamwork.</li> <li>V. Analysis of problems and recommendations.</li> <li>VI. Awareness of Ethics as a global citizen.</li> </ul>			
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. Financial accounting professional skills.</li> <li>B. To understand basic knowledge of business administration.</li> <li>C. To communicate, negotiate, and collaborate to accomplish business projects by team work.</li> <li>D. Knowledge of basic statistical theory.</li> <li>E. Application of profession knowledge.</li> <li>F. Have a firm grasp of the fundamental concepts in economics.</li> <li>G. Have the ability to apply basic analytical tools to economic issues.</li> <li>H. Students are equipped with professional knowledge of core courses.</li> <li>I. Students can apply their profession to practice matters.</li> </ul>			
Course Introduction	<p>This course is designed as an introduction to the study of economics. Participants will be exposed to the economic way of thinking and learn about the functioning of a modern market economy. The early part of the course focuses on microeconomic analysis. The later part of the course moves on to macroeconomic concepts. We explore models that determine long-run growth and short-term fluctuations in national economies. We then discuss the role of government regulation, monetary policy, and fiscal policy.</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-Charaterizing, 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	This course is designed as an introduction to the study of economics.	C2	FG

**Teaching Objectives, Teaching Methods and Assessment**

No.	Teaching Objectives	Teaching Methods	Assessment
1	This course is designed as an introduction to the study of economics.	Lecture, Discussion, Problem solving	Written test, Report, 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	106/09/18 ~ 106/09/24	Introduction	
2	106/09/25 ~ 106/10/01	Comparative Advantage	
3	106/10/02 ~ 106/10/08	Supply and Demand	
4	106/10/09 ~ 106/10/15	Elasticity	
5	106/10/16 ~ 106/10/22	Demand	
6	106/10/23 ~ 106/10/29	Perfectly Competitive Supply	
7	106/10/30 ~ 106/11/05	Efficiency, Exchange and the Invisible Hand in Action (1)	
8	106/11/06 ~ 106/11/12	Efficiency, Exchange and the Invisible Hand in Action (2)	
9	106/11/13 ~ 106/11/19	Quiz and Problem solving	
10	106/11/20 ~ 106/11/26	Midterm Exam Week	
11	106/11/27 ~ 106/12/03	Monopoly, Oligopoly and Monopolistic Competition (1)	
12	106/12/04 ~ 106/12/10	Monopoly, Oligopoly and Monopolistic Competition (2)	

13	106/12/11 ~ 106/12/17	Games and Strategic Behavior	
14	106/12/18 ~ 106/12/24	Externalities and Property Rights	
15	106/12/25 ~ 106/12/31	Economics of Information	
16	107/01/01 ~ 107/01/07	Off due to Holiday	
17	107/01/08 ~ 107/01/14	Quiz and problem solving	
18	107/01/15 ~ 107/01/21	Final Exam Week	
Requirement			
Teaching Facility	Computer, Projector		
Textbook(s)	Principle of Economics, 6th edition by Frank, Bernanke, Antonovics and Heffetz (2016) Publisher: McGraw-Hill. (華泰書局)		
Reference(s)	Principles of Economics, 2011, by Libby Rittenberg and Timothy Tregarthen		
Number of Assignment(s)	2 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 10.0 %   ◆ Mark of Usual : 10.0 %   ◆ Midterm Exam : 30.0 % ◆ Final Exam : 40.0 % ◆ Other (quiz and TA classes) : 10.0 %		
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>		