

Tamkang University Academic Year 107, 1st Semester Course Syllabus

Course Title	INTERMEDIATE MICROECONOMICS	Instructor	
Course Class	TLWXB2A BACHELOR'S PROGRAM IN GLOBAL FINANCIAL MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 2A	Details	<ul style="list-style-type: none"> ◆ Required ◆ One Semester ◆ 3 Credits
Departmental Aim of Education			
<ul style="list-style-type: none"> I. Learning and instanding international financial theory. II. Learn to plan the future. III. Enhance the ability of practical analysis. IV. Increase the team research ability. V. Master the international financial pulsation. VI. Cultivate morality and global civilization. 			
Departmental core competences			
<ul style="list-style-type: none"> A. The student to have a basic knowledge of international financial management theory and practice. B. To have a good grounding of relevant financial laws. C. To understand the basic moral principles within the international financial industry. D. To have a global perspective of the subject and a basic command of foreign language abilities. E. To obtain international professional qualifications that will aid their future career. F. To obtain a basic ability to examine domestic and global financial situations. 			
Course Introduction	<p>Microeconomics is exploring how people make choices with limited resources. What will be the result? This course analyzes the choice behavior of individual decision makers (consumers, manufacturers) and the resulting market price and resource allocation. Course content includes: consumer choice theory and application, choice under uncertainty, production and cost, competitive market, imperfectly competitive market, pricing behavior under monopoly, basic game theory, factor market theory, general equilibrium theory , information asymmetry and market failures.</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	to familiarize you with the issues and language of formal microeconomic theory;to guide you in your understanding of the foundations, mechanics, and conclusions of the neoclassical microeconomics; and to develop your knowledge to carry out independent economic analysis in real life and useful application.In sum, the course is designed for those who would like to have an understanding of the microeconomic issues and an informed approach to the real life.	A3	ADEF

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment

1	to familiarize you with the issues and language of formal microeconomic theory; to guide you in your understanding of the foundations, mechanics, and conclusions of the neoclassical microeconomics; and to develop your knowledge to carry out independent economic analysis in real life and useful application. In sum, the course is designed for those who would like to have an understanding of the microeconomic issues and an informed approach to the real life.	Lecture, Discussion	Report, Participation
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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	107/09/10 ~ 107/09/16	Introduction to Microeconomics	
2	107/09/17 ~ 107/09/23	Opportunity cost	
3	107/09/24 ~ 107/09/30	The Market forces of supply and demand	
4	107/10/01 ~ 107/10/07	Elasticity and its application	

5	107/10/08 ~ 107/10/14	Supply, demand and government policies	
6	107/10/15 ~ 107/10/21	Consumers, producers, and the efficiency of markets	
7	107/10/22 ~ 107/10/28	The costs of production	
8	107/10/29 ~ 107/11/04	profit maximization competitive supply	
9	107/11/05 ~ 107/11/11	the analysis of competitive markets	
10	107/11/12 ~ 107/11/18	Midterm Exam Week	
11	107/11/19 ~ 107/11/25	marketpower	
12	107/11/26 ~ 107/12/02	pricing	
13	107/12/03 ~ 107/12/09	game theory	
14	107/12/10 ~ 107/12/16	investment	
15	107/12/17 ~ 107/12/23	markets with asymmetric information	
16	107/12/24 ~ 107/12/30	externalities and public goods	
17	107/12/31 ~ 108/01/06	behavioral economics	
18	108/01/07 ~ 108/01/13	Final Exam Week	
Requirement	Requires attendance at class; must report an economic current event separately before the midterm and final exams, and include them in the usual grades.		
Teaching Facility	Computer, Projector		
Textbook(s)	microeconomics 9th Robert S. Pindyck . Daniel L. Rubinfeld 華泰文化2018		
Reference(s)	microeconomics 9th Robert S. Pindyck . Daniel L. Rubinfeld 華泰文化2018		
Number of Assignment(s)	2 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 12.0 % ◆ Mark of Usual : 8.0 % ◆ Midterm Exam : 40.0 % ◆ Final Exam : 40.0 % ◆ Other () : %		

Note	<p>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 .</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>
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