

# Tamkang University Academic Year 108, 1st Semester Course Syllabus

Course Title	ECONOMICS	Instructor	TSAI JENG-YAN
Course Class	TLFBB1A DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH- TAUGHT PROGRAM), 1A	Details	◆ General Course ◆ Required ◆ 1st Semester
Departmental Aim of Education			
I . Acquisition of professional knowledge. II. Learning effective self-planning. III. Theoretical application of practical matters. IV. Interpersonal communication and teamwork. V . Analysis of problems and recommendations. VI. Awareness of Ethics as a global citizen.			
Subject Departmental core competences			
A. Students can demonstrate that they have program basic knowledge of business and management.(ratio:50.00) B. Students can demonstrate that they have capability in professional knowledge expression. (ratio:50.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:30.00) 3. A vision for the future. (ratio:30.00) 5. Independent thinking. (ratio:40.00)			
Course Introduction	This course is designed to lead students to understand the essentials of microeconomics and how it can be applied to the regular day life.		

**The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.**

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.

II.Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.

III.Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
1	This course is designed to lead students to understand the essentials of microeconomics and how it can be applied to the regular day life.	Cognitive

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	AB	135	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Activity Participation

**Course Schedule**

Week	Date	Course Contents	Note
1	108/09/09 ~ 108/09/15	Introduction to Economics	
2	108/09/16 ~ 108/09/22	Supply and Demand	
3	108/09/23 ~ 108/09/29	Supply and Demand	
4	108/09/30 ~ 108/10/06	Supply and Demand	
5	108/10/07 ~ 108/10/13	Elasticity	
6	108/10/14 ~ 108/10/20	Restriction	
7	108/10/21 ~ 108/10/27	Government Control	
8	108/10/28 ~ 108/11/03	Consumer behavior	
9	108/11/04 ~ 108/11/10	Field Trip	
10	108/11/11 ~ 108/11/17	Midterm Exam Week	

11	108/11/18 ~ 108/11/24	the Cost of Production	
12	108/11/25 ~ 108/12/01	the Cost of Production	
13	108/12/02 ~ 108/12/08	Market Structure I	
14	108/12/09 ~ 108/12/15	Market Structure II	
15	108/12/16 ~ 108/12/22	Market Structure III	
16	108/12/23 ~ 108/12/29	Participation Conference	
17	108/12/30 ~ 109/01/05	Game Theory	
18	109/01/06 ~ 109/01/12	Final Exam Week (Date:109/1/3-109/1/9)	
Requirement			
Teaching Facility		Computer, Projector	
Textbooks and Teaching Materials		Robin Bade & Michael Parkin, "Foundations of Economics," 滄海書局代理	
References			
Number of Assignment(s)		(Filled in by assignment instructor only)	
Grading Policy		◆ Attendance : 10.0 %   ◆ Mark of Usual : 10.0 %   ◆ Midterm Exam : 30.0 % ◆ Final Exam : 30.0 % ◆ Other <TA & in class> : 20.0 %	
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>	