

Tamkang University Academic Year 108, 1st Semester Course Syllabus

Course Title	ECONOMICS	Instructor	PEI-CHIEN LIN
Course Class	TLWXB1A BACHELOR'S PROGRAM IN GLOBAL FINANCIAL MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 1A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ 1st Semester
Departmental Aim of Education			
<ul style="list-style-type: none"> 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			
<ul style="list-style-type: none"> 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			
<ul style="list-style-type: none"> 1. A global perspective. (ratio:30.00) 3. A vision for the future. (ratio:30.00) 5. Independent thinking. (ratio:40.00) 			
Course Introduction	<p>This course of principles of economics covers the basic economic theories and relevant issues in the fields of microeconomics and macroeconomics. The topics discussed in the sequence of microeconomics include demand and supply, consumption theory, production cost and the structures of various markets. On the other hand, the topics discussed in the sequence of macroeconomics include national income, general prices, unemployment, macroeconomic modeling, macroeconomic policies, money, financial intermediaries, economic growth and so on.</p>		

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	1. To Inspire students concerning the economic issues that determine their economic well-being.	Cognitive
2	2. To instruct students learning fundamental economic theories.	Cognitive
3	3. To train students applying these economic theories to real economic issues	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	A	5	Lecture, Discussion	Testing, Discussion(including classroom and online), Activity Participation
2	A	5	Lecture, Discussion, Practicum	Testing, Study Assignments, Practicum
3	B	13	Lecture, Discussion, Practicum	Testing, Study Assignments, Discussion(including classroom and online), Practicum

Course Schedule

Week	Date	Course Contents	Note
1	108/09/09 ~ 108/09/15	Introduction to Economics	
2	108/09/16 ~ 108/09/22	The Market Forces of Supply and Demand	
3	108/09/23 ~ 108/09/29	The Market Forces of Supply and Demand	
4	108/09/30 ~ 108/10/06	Elasticity and its Application	
5	108/10/07 ~ 108/10/13	Elasticity and its Application	
6	108/10/14 ~ 108/10/20	Supply, Demand and Government Policy	

7	108/10/21 ~ 108/10/27	Consumer, Producers, and the Efficiency of Markets	
8	108/10/28 ~ 108/11/03	Quiz/ The Theory of Consumer Choice	
9	108/11/04 ~ 108/11/10	The Theory of Consumer Choice	
10	108/11/11 ~ 108/11/17	Midterm Exam Week	
11	108/11/18 ~ 108/11/24	The costs of production	
12	108/11/25 ~ 108/12/01	The costs of production	
13	108/12/02 ~ 108/12/08	Firms in Competitive Markets	
14	108/12/09 ~ 108/12/15	Monopoly	
15	108/12/16 ~ 108/12/22	Monopolistic Competition	
16	108/12/23 ~ 108/12/29	Quiz/Oligopoly	
17	108/12/30 ~ 109/01/05	Oligopoly	
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	Mankiw, Principles of Economics, 8th Ed. (東華書局 · 新月圖書 (02)2311-4027, 0935290147)		
References			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 20.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 30.0 % ◆ Final Exam : 30.0 % ◆ Other 〈quizzes〉 : 20.0 %		
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.		