

Tamkang University Academic Year 109, 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	<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 is designed to lead students to understand the essentials of microeconomics and how it can be applied to the regular day life.</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	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	109/09/14 ~ 109/09/20	Introduction to Economics	
2	109/09/21 ~ 109/09/27	Supply and Demand	
3	109/09/28 ~ 109/10/04	Supply and Demand	
4	109/10/05 ~ 109/10/11	Supply and Demand	
5	109/10/12 ~ 109/10/18	Elasticity	
6	109/10/19 ~ 109/10/25	Restriction	
7	109/10/26 ~ 109/11/01	Government Control	
8	109/11/02 ~ 109/11/08	Consumer behavior	
9	109/11/09 ~ 109/11/15	Field Trip	
10	109/11/16 ~ 109/11/22	Midterm Exam Week	

11	109/11/23 ~ 109/11/29	the Cost of Production	
12	109/11/30 ~ 109/12/06	the Cost of Production	
13	109/12/07 ~ 109/12/13	Market Structure I	
14	109/12/14 ~ 109/12/20	Market Structure II	
15	109/12/21 ~ 109/12/27	Market Structure III	
16	109/12/28 ~ 110/01/03	Participation Conference	
17	110/01/04 ~ 110/01/10	Game Theory	
18	110/01/11 ~ 110/01/17	Final Exam Week	
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	<p>◆ Attendance : 10.0 % ◆ Mark of Usual : 10.0 % ◆ Midterm Exam : 30.0 %</p> <p>◆ Final Exam : 30.0 %</p> <p>◆ Other <TA & in class> : 20.0 %</p>		
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>		