

# Tamkang University Academic Year 109, 1st Semester Course Syllabus

Course Title	ECONOMICS	Instructor	YANG, PO-CHIEH
Course Class	TLWXB1A BACHELOR'S PROGRAM IN GLOBAL FINANCIAL MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 1A	Details	◆ General Course ◆ Required ◆ 1st Semester
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			
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 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.		

**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	To Inspire students concerning the economic issues that determine their economic well-being.	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)

**Course Schedule**

Week	Date	Course Contents	Note
1	109/09/14 ~ 109/09/20	Introduction to Economics	
2	109/09/21 ~ 109/09/27	The Market Forces of Supply and Demand	
3	109/09/28 ~ 109/10/04	Holiday	
4	109/10/05 ~ 109/10/11	Elasticity and its Application	
5	109/10/12 ~ 109/10/18	Elasticity and its Application	
6	109/10/19 ~ 109/10/25	Supply, Demand and Government Policy	
7	109/10/26 ~ 109/11/01	Consumer, Producers, and the Efficiency of Markets	
8	109/11/02 ~ 109/11/08	The Theory of Consumer Choice	
9	109/11/09 ~ 109/11/15	The Theory of Consumer Choice	
10	109/11/16 ~ 109/11/22	Midterm Exam Week	
11	109/11/23 ~ 109/11/29	The costs of production	

12	109/11/30 ~ 109/12/06	The costs of production	
13	109/12/07 ~ 109/12/13	Firms in Competitive Markets	
14	109/12/14 ~ 109/12/20	Monopolistic Competition	
15	109/12/21 ~ 109/12/27	Oligopoly	
16	109/12/28 ~ 110/01/03	Externality	
17	110/01/04 ~ 110/01/10	Public goods	
18	110/01/11 ~ 110/01/17	Final Exam Week	
Requirement			
Teaching Facility		Computer	
Textbooks and Teaching Materials		Mankiw, Principles of Economics, 9th 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 : 10.0 %   ◆ Mark of Usual : 20.0 %   ◆ Midterm Exam : 30.0 % ◆ Final Exam : 40.0 % ◆ Other <   > :   %	
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>	