

## Tamkang University Academic Year 110, 1st Semester Course Syllabus

Course Title	ECONOMICS	Instructor	LEE, YUNG-HSIN
Course Class	TLFBB1A DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH-TAUGHT PROGRAM), 1A	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Required</li> <li>◆ 1st Semester</li> </ul>
Relevance to SDGs	SDG9 Industry, Innovation, and Infrastructure SDG11 Sustainable cities and communities SDG12 Responsible consumption and production		
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 is designed to lead students to understand the essentials of microeconomics and how it can be applied to the regular day life.
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**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	110/09/22 ~ 110/09/28	Introduction to Economics	
2	110/09/29 ~ 110/10/05	Economics: Studying Choice in a World of Scarcity Applying the Cost-Benefit Principle Three Important Decision Pitfalls	

3	110/10/06 ~ 110/10/12	Normative Economics versus Positive Economics Economics: Micro and Macro	
4	110/10/13 ~ 110/10/19	What, How, and for Whom? Central Planning versus the Market Buyers and Sellers in Markets	
5	110/10/20 ~ 110/10/26	Market Equilibrium Predicting and Explaining Changes in Prices and Quantities The Financial Crisis of 2008 Classical Macroeconomic Theory	
6	110/10/27 ~ 110/11/02	The Keynesian Revolution and the New Deal The Lessons of Post-Crisis Experience Why Does the Dispute Linger? Avoiding Protracted Downturns in the Future	
7	110/11/03 ~ 110/11/09	The Law of Demand Applying the Law of Demand Individual and Market Demand Curves	
8	110/11/10 ~ 110/11/16	Elasticity Price of Elasticity of Demand	
9	110/11/17 ~ 110/11/23	Midterm Exam Week	
10	110/11/24 ~ 110/11/30	A Graphical Interpretation of Price Elasticity Elasticity and Total of Expenditure Income Elasticity and Cross-Price Elasticity of Demand	
11	110/12/01 ~ 110/12/07	The Central Role of Economic Profit The Invisible Hand Theory Economic Rent versus Economic Profit	
12	110/12/08 ~ 110/12/14	The Distinction between an Equilibrium and a Social Optimum Market Equilibrium and Efficiency The Cost of Preventing Price Adjustments	
13	110/12/15 ~ 110/12/21	Perfect and Imperfect Competition Five Sources of Market Power Economics of Scale and the Importance of Start-Up Costs	
14	110/12/22 ~ 110/12/28	Profit Maximization for the Monopolist Why the Invisible Hand Breaks Down under Monopoly? Using Discounts to Expand the Market	
15	110/12/29 ~ 111/01/04	Using Game Theory to Analyze Strategic Decisions The Prisoner' s Dilemma Commitment Problems	
16	111/01/05 ~ 111/01/11	External Costs and Benefits Property Rights and the Tragedy of the Commons Positional Externalities	
17	111/01/12 ~ 111/01/18	Final Exam Week	
18	111/01/19 ~ 111/01/25		

Requirement	
Teaching Facility	Computer, Projector
Textbooks and Teaching Materials	Principles of Economics Third Edition      Frank/Bernanke/Antonovics/Heffetz
References	
Number of Assignment(s)	(Filled in by assignment instructor only)
Grading Policy	<p>◆ Attendance : 20.0 %    ◆ Mark of Usual :      %    ◆ Midterm Exam : 35.0 %</p> <p>◆ Final Exam : 40.0 %</p> <p>◆ Other 〈Questionnaire〉 : 5.0 %</p>
Note	<p>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> .</p> <p><b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b></p>