

Tamkang University Academic Year 111, 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"> ◆ General Course ◆ Required ◆ 1st Semester
Relevance to SDGs	<p>SDG9 Industry, Innovation, and Infrastructure</p> <p>SDG11 Sustainable cities and communities</p> <p>SDG12 Responsible consumption and production</p>		
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:40.00) B. Students can demonstrate that they have capability in professional knowledge expression. (ratio:40.00) C. Students can demonstrate that they have capability in using information technology. (ratio:10.00) D. Students can demonstrate that they are critical thinkers.(ratio:10.00) 			
Subject Schoolwide essential virtues			
<ul style="list-style-type: none"> 1. A global perspective. (ratio:25.00) 2. Information literacy. (ratio:5.00) 3. A vision for the future. (ratio:25.00) 4. Moral integrity. (ratio:5.00) 5. Independent thinking. (ratio:25.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00) 			

7. A spirit of teamwork and dedication. (ratio:5.00)

8. A sense of aesthetic appreciation. (ratio:5.00)

Course Introduction

This course is designed to lead students to understand the essentials of microeconomics and how it can be applied to the regular daily 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	ABCD	12345678	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	111/09/05 ~ 111/09/11	Limits, Alternatives, and Choices	
2	111/09/12 ~ 111/09/18	The Market System and the Circular Flow	

3	111/09/19 ~ 111/09/25	Demand, Supply, and Market Equilibrium	
4	111/09/26 ~ 111/10/02	Market Failures Caused by Externalities and Asymmetric Information	
5	111/10/03 ~ 111/10/09	Public Goods, Public Choice, and Government Failure	
6	111/10/10 ~ 111/10/16	Elasticity	
7	111/10/17 ~ 111/10/23	Utility Maximization	
8	111/10/24 ~ 111/10/30	Behavioral Economics	
9	111/10/31 ~ 111/11/06	Businesses and the Costs of Production	
10	111/11/07 ~ 111/11/13	Midterm Exam Week	
11	111/11/14 ~ 111/11/20	Pure Competition	
12	111/11/21 ~ 111/11/27	Pure Monopoly	
13	111/11/28 ~ 111/12/04	Monopolistic Competition	
14	111/12/05 ~ 111/12/11	Oligopoly and Strategic Behavior	
15	111/12/12 ~ 111/12/18	The Demand for Resources	
16	111/12/19 ~ 111/12/25	Rent, Interest, and Profit	
17	111/12/26 ~ 112/01/01	Natural Resource and Energy Economics	
18	112/01/02 ~ 112/01/08	Final Exam Week	
Requirement	<p>TKU Study Regulations Chapter 6 – Examination and Grades Article 38 If a student's class absence reaches one-third of the total class hours (in a semester) for a particular course, the course instructor will notify the Office of Academic Affairs, and the student will not be allowed to take part in the remaining course examinations and will receive a semester grade (for that course) of zero.</p>		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	Economics 22nd Edition Campbell R. McConnell · Stanley L. Brue · Sean M. Flynn https://eshop.hwatai.com.tw/SalePage/index/7005024		
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 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>