

## Tamkang University Academic Year 111, 1st Semester Course Syllabus

Course Title	INTERMEDIATE MICROECONOMICS	Instructor	HSU JIA HUEY
Course Class	TLFBB2B DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH-TAUGHT PROGRAM), 2B	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Required</li> <li>◆ One Semester</li> </ul>
Relevance to SDGs	<p>SDG8 Decent work and economic growth</p> <p>SDG12 Responsible consumption and production</p>		
<b>Departmental Aim of Education</b>			
<p>I. To instill the university motto of "Simplicity, Firmness, Perseverance, and Fulfillment" into students.</p> <p>II. By integrating the "Five Disciplines" of education, the qualities of conduct, intelligence, physical education, teamwork, and beauty into the professional, core, and extracurricular curriculum, the department helps to produce well-rounded students skilled in identifying and solving problems.</p> <p>III. To oversee the trend and foresee the development of global economy, the department aims to produce the graduates with expertise in the fields of International Business and Trade.</p>			
<b>Subject Departmental core competences</b>			
<p>A. Breeding professionals with expertise in general International Trade and International Business.(ratio:30.00)</p> <p>B. Consisting of Globalization, Information-Oriented and Future-Oriented education. (ratio:10.00)</p> <p>C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.(ratio:50.00)</p> <p>D. Breeding professionals with expertise in Marketing and Financial Management.(ratio:10.00)</p>			
<b>Subject Schoolwide essential virtues</b>			
<p>1. A global perspective. (ratio:20.00)</p> <p>2. Information literacy. (ratio:10.00)</p> <p>3. A vision for the future. (ratio:25.00)</p> <p>4. Moral integrity. (ratio:10.00)</p> <p>5. Independent thinking. (ratio:20.00)</p> <p>6. A cheerful attitude and healthy lifestyle. (ratio:5.00)</p>			

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

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

**Course Introduction**

This course aims to provide students with a thorough understanding of the core concepts and theories of microeconomics. It will explore a wide range of economic phenomena and provide a solid foundation for many years of study in economics, business, or related fields. Course content includes core topics of consumer behavior and demand, producer behavior and supply, decision-making by firms, factor markets, and market failures. By the end of the course, students should have developed a range of skills to understand economic concepts and use those concepts to analyze economic policies.

**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 have a comprehensive understanding of economic concepts, models, and theories; 2. To understand how to apply economic principles to a wide range of policy questions; 3. To enhance students' interest to read economic and business-related materials in the media.	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, Discussion(including classroom and online), Report(including oral and written), Activity Participation

**Course Schedule**

Week	Date	Course Contents	Note

1	111/09/05 ~ 111/09/11	Course introduction and preview	
2	111/09/12 ~ 111/09/18	Thinking Like an Economist	
3	111/09/19 ~ 111/09/25	The theory of consumer choice I	
4	111/09/26 ~ 111/10/02	The theory of consumer choice II	
5	111/10/03 ~ 111/10/09	Producer Theory I	
6	111/10/10 ~ 111/10/16	Producer Theory II	
7	111/10/17 ~ 111/10/23	Producer Theory III	
8	111/10/24 ~ 111/10/30	Labor Productivity and Comparative Advantage: The Ricardian Model	
9	111/10/31 ~ 111/11/06	Application: International Trade	
10	111/11/07 ~ 111/11/13	Midterm Exam Week	
11	111/11/14 ~ 111/11/20	Firms in Competitive Markets I	
12	111/11/21 ~ 111/11/27	Firms in Competitive Markets II	
13	111/11/28 ~ 111/12/04	Monopoly I	
14	111/12/05 ~ 111/12/11	Monopoly II	
15	111/12/12 ~ 111/12/18	Monopolistic Competition	
16	111/12/19 ~ 111/12/25	Oligopoly	
17	111/12/26 ~ 112/01/01	Market Failure	
18	112/01/02 ~ 112/01/08	Final Exam Week	
Requirement	The course content and progress will be adjusted accordingly based on the interaction between the instructor and students.		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	Gregory N. Mankiw - Principles of Economics, 7e		
References	Robert S. Pindyck, Daniel L. Rubinfeld, Microeconomics (GE) 9e		

Number of Assignment(s)	(Filled in by assignment instructor only)
Grading Policy	◆ Attendance : 10.0 %   ◆ Mark of Usual : 30.0 %   ◆ Midterm Exam : 30.0 % ◆ Final Exam : 30.0 % ◆ 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>