

Tamkang University Academic Year 114, 1st Semester Course Syllabus

Course Title	ECONOMICS	Instructor	HSUEH, SHENG-PIN
Course Class	TLFBB1B DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH-TAUGHT PROGRAM), 1B	Details	◆ General Course ◆ Required ◆ 1st Semester ◆ 2 Credits
Relevance to SDGs	SDG4 Quality education		
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: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			
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 help students equip with essential knowledge about microeconomics and ways to apply it in daily life.		
<p>The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.</p> <p>Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.</p> <p>I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.</p> <p>II.Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.</p> <p>III.Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.</p>				
No.	Teaching Objectives			objective methods
1	To acquire essential knowledge about fundamental economic theory and to be able to apply it in real world with daily life examples and policy issues.			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), Attendance
Course Schedule				
Week	Date	Course Contents		Note
1	114/09/15 ~ 114/09/21	Course outline		
2	114/09/22 ~ 114/09/28	Equilibrium analysis for the market-level demand and supply		

3	114/09/29 ~ 114/10/05	Comparative statics analysis for market-level shocks	
4	114/10/06 ~ 114/10/12	Elasticity measurements from the demand side	
5	114/10/13 ~ 114/10/19	Elasticity-based pricing strategy for earning higher revenue	
6	114/10/20 ~ 114/10/26	Elasticity measurements from the supply side	
7	114/10/27 ~ 114/11/02	Midterm Exam	
8	114/11/03 ~ 114/11/09	Factor inputs and firm's production	
9	114/11/10 ~ 114/11/16	Duality between firm's production and the cost spending	
10	114/11/17 ~ 114/11/23	Features of perfect competition industry	
11	114/11/24 ~ 114/11/30	Pricing and producing decisions of perfect competition firms	
12	114/12/01 ~ 114/12/07	Features of non-perfect competition industries	
13	114/12/08 ~ 114/12/14	Pricing and producing decisions of non-perfect competition firms	
14	114/12/15 ~ 114/12/21	Final Exam	
15	114/12/22 ~ 114/12/28	Holiday	
16	114/12/29 ~ 115/01/04	Holiday	
17	115/01/05 ~ 115/01/11	Flexible Teaching Week for Teachers	iClass/Teams online
18	115/01/12 ~ 115/01/18	Flexible Teaching Week for Teachers	iClass/Teams online
Key capabilities			
Interdisciplinary			
Distinctive teaching			

Course Content	Logical Thinking
Requirement	
Textbooks and Teaching Materials	Self-made teaching materials:Presentations, Worksheets Using teaching materials from other writers:Textbooks, Videos Name of teaching materials: Economics (5/e), 2018, Paul Krugman and Robin Wells, ISBN: 9781319181949.
References	
Grading Policy	<p>◆ Attendance : 20.0 % ◆ Mark of Usual : 30.0 % ◆ Midterm Exam : 25.0 %</p> <p>◆ Final Exam : 25.0 %</p> <p>◆ Other () : %</p>
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at https://web2.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>※"Adhere to the concept of intellectual property rights" and "Do not illegally photocopy, download, or distribute." Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>