

Tamkang University Academic Year 114, 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	◆ General Course ◆ Required ◆ One Semester ◆ 3 Credits
Relevance to SDGs	SDG8 Decent work and economic growth SDG9 Industry, Innovation, and Infrastructure 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 . To instill the university motto of "Simplicity, Firmness, Perseverance, and Fulfillment" into students. 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. 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.			
S u b j e c t D e p a r t m e n t a l c o r e c o m p e t e n c e s			
A. Breeding professionals with expertise in general International Trade and International Business.(ratio:30.00) B. Consisting of Globalization, Information-Oriented and Future-Oriented education. (ratio:10.00) C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.(ratio:50.00) D. Breeding professionals with expertise in Marketing and Financial Management.(ratio:10.00)			
S u b j e c t S c h o o l w i d e e s s e n t i a l v i r t u e s			
1. A global perspective. (ratio:20.00) 2. Information literacy. (ratio:10.00) 3. A vision for the future. (ratio:25.00) 4. Moral integrity. (ratio:10.00) 5. Independent thinking. (ratio:20.00) 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 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.			
<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	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	114/09/15 ~ 114/09/21	Course introduction and preview	
2	114/09/22 ~ 114/09/28	Thinking Like an Economist	
3	114/09/29 ~ 114/10/05	The theory of consumer choice I	
4	114/10/06 ~ 114/10/12	The theory of consumer choice II	
5	114/10/13 ~ 114/10/19	Producer Theory I	
6	114/10/20 ~ 114/10/26	Producer Theory II	
7	114/10/27 ~ 114/11/02	Producer Theory III	
8	114/11/03 ~ 114/11/09	Labor Productivity and Comparative Advantage: The Ricardian Model	
9	114/11/10 ~ 114/11/16	Midterm Exam Week	
10	114/11/17 ~ 114/11/23	Firms in Competitive Markets I	
11	114/11/24 ~ 114/11/30	Firms in Competitive Markets II	
12	114/12/01 ~ 114/12/07	Monopoly I	
13	114/12/08 ~ 114/12/14	Monopoly II	
14	114/12/15 ~ 114/12/21	Monopolistic Competition	
15	114/12/22 ~ 114/12/28	Oligopoly	
16	114/12/29 ~ 115/01/04	Final Week of Diverse Assessments (Online Exam)	
17	115/01/05 ~ 115/01/11	Final Week of Diverse Assessments/Flexible Teaching Week for Teachers (Study of Special Topics II - MS Teams)	
18	115/01/12 ~ 115/01/18	Flexible Teaching Week for Teachers (Study of Special Topics II - MS Teams)	
Key capabilities		self-directed learning Social Participation Problem solving	
Interdisciplinary		Competency-based education 'competency exploration' sustained competency or global issues STEEP (Society, Technology, Economy, Environment, and Politics)	

Distinctive teaching	
Course Content	Logical Thinking
Requirement	1. The course content and progression will be adjusted based on the interactions between the instructor and the students. 2. Students must identify the AI tools and generated content utilized in their assignments to maintain academic integrity and prevent plagiarism. 3. Students must verify the accuracy of AI-generated content.
Textbooks and Teaching Materials	Self-made teaching materials:Presentations, Handouts
References	Robert S. Pindyck, Daniel L. Rubinfeld, Microeconomics (GE) 9e
Grading Policy	◆ Attendance : 10.0 % ◆ Mark of Usual : 40.0 % ◆ Midterm Exam : 25.0 % ◆ Final Exam : 25.0 % ◆ Other () : %
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>