朝陽科技大學 091學年度第1學期教學大綱
Business Calculus(一) 商用微積分(一)

當期課號	1697	**Course Number**	1697
授課教師	張志榮	**Instructor**	CHANG,JYH RONG
中文課名	商用微積分(一)	**Course Name**	Business Calculus(一)
開課單位	企業管理系(四日)一A	**Department**	
修習別	必修	**Required/Elective**	Required
學分數	3	**Credits**	3
課程目標	在今日爲了達到科學化的管理，數量的基礎乃不可或缺，因此希望藉由相關之微分及積分之學習並輔之以實例使學生了解其理論及在實際生活之應用，進而明白微積分對管理科學的重要性並增進學生思考和推理能力。本課程包括1、函數,極限及連續 的介紹及其應用2、微分,導函數的定義,計算及其用法 3、導函數的應用4、指數與對數函數之微分及其應用 5、積分的觀念與技巧。	**Objectives**	Our primary goal is to teach students the techniques of differential and integral calculus that students are likely to encounter in undergraduate courses in their majors and in subsequent professional activities. We also provide some more motivating examples to help students make the connection between calculus and the world around us.This course contains: 1.Functions,Limits and Continuity 2.Differentiation,Derivative and their uses 3.Applications of Derivative 4.Differentiation of Exponential and Logarithmic functions 5.The concept of Integration.
教材	1.講授法爲主 2.討論實作爲輔	**Teaching Materials**	1.Note-taking and verbal teaching 2.Discussion and assigned exercises
成績評量方式	期中考30% 平時成績30% 期末考40%	**Grading**	Mid-term examination 30% Final examination Mid-term examination 30% Quiz 30% Final examination 40%
教師網頁			
教學內容	在今日爲了達到科學化的管理，數量的基礎乃不可或缺，因此希望藉由相關之微分及積分之學習使學生了解其理論及應用，進而明白微積分對管理科學的重要性並增進學生思考和推理能力。	**Syllabus**	This course is an introduction to calculus and its applica- tions to the management,social,behavioral,and other fields. Our presentation endeavors to exhibit some of the many fasci- nating and useful applications of mathematics in business and everyday life.Even beyond its utility,however,we hope that this course will convey some of its elegance and simplicity for managerial science.

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