朝陽科技大學 093學年度第2學期教學大綱
Business Calculus(一) 商用微積分(一)

當期課號	3115	Course Number	3115
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(四進)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	教材:商用微積分 郭信霖 & 蘇榮輝 高立圖書有限公司 參考書:1.Brief Applied Calculus, 3rd edition, Berresford and A.M.Rockett,2003年華泰書局代理 2.商用微積分 何宗武著 2004年5月 雙葉書廊有限公司	Teaching Materials	
成績評量方式	期中考30% 平時成績30% 期末考40%	Grading	Mid-term examination 30% Quiz and Participation 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 applications to the management,social behavioral,and other fields. Our presentation endeavors to exhibit some of the many fascinating 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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