朝陽科技大學 094學年度第1學期教學大綱
Microeconomics 個體經濟學

當期課號	1071	Course Number	1071
授課教師	陳建宏	Instructor	CHEN,CHIEN HUNG
中文課名	個體經濟學	Course Name	Microeconomics
開課單位	財務金融系(四日)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	首先介紹需要、供給及彈性的概念。接著介紹消費者理論包括效用、無異曲線的概念、消費者均衡及價格、所得與需要量之關係。接著 是生產理論包括生產函數、成本函數的觀念及四種市場結構。最後介紹外部性、公共財與福利經濟學。	Objectives	This course focuses on the behavior of firm and consumer under the perfect competitive environment, i.e., the general equilibrium model, during the first half of this course. We then move on to imperfect competition model and game theory. In addition, we will cover the economics of uncertainty and information, which is particularly relevant to the study of finance. Finally, some classical topics in economics, such as externality, will be discussed. Covers consumer behavior, intertemporal choice, asset market, uncertainty, market demand, market equilibrium, firm behavior under perfect competition, imperfect competition, and monopoly, game theory, welfare, externalities, public goods, law, and information.
教材	謝登隆編著徐繼達校閱「個體經濟理論與應用」,2000年二版,智勝。	Teaching Materials	
成績評量方式	學期總成績 = 30%*平常成績+30%*期中考成績+40%*期末考成績。	Grading	Midterm(30%);Final exam.(40%);Assigements(30%)
教師網頁	_		
教學內容	首先介紹需要、供給及彈性的概念。接著介紹消費者理論包括效用、無異曲線的概念、消費者均衡及價格、所得與需要量之關係。接著是生產理論包括生產函數、成本函數的觀念及四種市場結構。最後介紹外部性、公共財與福利經濟學。	Syllabus	We begin with examining the concepts of the demand, supply, and elasticity. The next step focuses on the consumer theory, which includes the concepts of utility, indifference curves, consumer equilibrium. How the demand for goods changes as prices and income change is examined. Production theory discusses the production function, cost function, and four types of the market structure. Finally, externalities, public goods, and welfare economics are introduced.

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