# 朝陽科技大學 095學年度第1學期教學大綱
# Business Calculus(一) 商用微積分(一)

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| 當期課號 | 1149 | Course Number | 1149 |
| 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C | 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:<br>1.Functions,Limits and Continuity<br>2.Differentiation,Derivative and their uses 3.Applications of Derivative<br>4.Differentiation of Exponential and Logarithmic functions 5.The concept of Integration. |
| 教材 | 教材:1.商用微積分 郭信霖&蘇榮輝 高立圖書公司 2006年7月三版<br>2.Practical Calculus For Business,Economics and the Social and Life Sciences,Hoffmamn and Bradley,2004,McGraw Hill<br>參考書1.商用微積分 嚴自強 & 劉維玲 高立圖書公司 2005年<br>2.微積分屠龍寶刀 天下文化 2003年 | Teaching Materials | |
| 成績評量方式 | 期中考30%<br>平時成績35%<br>期末考35% | Grading | Mid-term examination 30%<br>Quiz and Participation 35%<br>Final examination 35% |
| 教師網頁 | | | |
| 教學內容 | 1.預備知識(函數.圖形及其應用),極限及連續<br>2.微分,導函數的定義及其用法<br>3.導函數的應用<br>4.指數函數與對數函數之微分及其應用<br>5.積分的觀念 | Syllabus | 1.Functions,Limits and Continuity<br>2.Differentiation,Derivative and their uses<br>3.Applications of Derivatives<br>4.Differentiation of Exponential and logarithmic functions<br>5.The concept of Integration |

尊重智慧財產權，請勿非法影印。