# 朝陽科技大學 096學年度第1學期教學大綱
# Microeconomics 個體經濟學

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| **當期課號** | 3199 | **Course Number** | 3199 |
| **授課教師** | 蔡永順 | **Instructor** | , |
| **中文課名** | 個體經濟學 | **Course Name** | Microeconomics |
| **開課單位** | 保險金融管理系(四進)三A | **Department** | |
| **修習別** | 選修 | **Required/Elective** | Elective |
| **學分數** | 3 | **Credits** | 3 |
| **課程目標** | 1. 使學生了解個體經濟學之意義<br>2. 讓學生能應用個體經濟學之原理在現實生活中<br>3. 能具備保險金融從業人員之專業態度<br>4. 能知曉個體經濟學的發展概況 | **Objectives** | 1. Enabling students to understand meaning of microeconomics.<br>2. Making students apply microeconomics principles in daily life.<br>3. Having professional attitudes in insurance and finance industry.<br>4. Understanding development of microeconomics. |
| **教材** | 書名：個體經濟學:理論與應用<br>作者：陳正倉/林惠玲/陳忠榮/鄭秀玲合著<br>出版社：雙葉書廊<br>不得非法影印 | **Teaching Materials** | Textbook:Microeconomic: Theory and Application<br>Author:Jeng-Chang Chen etc al.<br>Publisher: Yeh Yeh Book |
| **成績評量方式** | 平時：30%<br>期中：30%<br>期末：40% | **Grading** | ordinarily:30%<br>midterm:30%<br>Final:40% |
| **教師網頁** | _ | | |
| **教學內容** | 消費者行爲<br>生產者行爲<br>市場結構<br>生產因素<br>福利經濟 | **Syllabus** | consumer behavior<br>producer behavior<br>market structure<br>product factor<br>welfare economics |

尊重智慧財產權，請勿非法影印。