# 朝陽科技大學 097學年度第2學期教學大綱
# Economics 經濟學

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| 當期課號 | 1657 | Course Number | 1657 |
| 授課教師 | 曾兆堂 | Instructor | TSENG,CHAO TANG |
| 中文課名 | 經濟學 | Course Name | Economics |
| 開課單位 | 工業工程與管理系(四日)一A | Department | |
| 修習別 | 選修 | Required/Elective | Elective |
| 學分數 | 3 | Credits | 3 |
| 課程目標 | 本課程爲一般管理之基礎課程，企研所及高普考企管人員必考科目，亦爲處於經濟社會必備常識。其內容爲概念性觀念介紹，包括:何謂經濟學、何謂現代經濟社會、需求與供給，均衡價格、成本與收益、生產要素、國民所得、消費與投資、所得均衡與需求管理(貨幣、財政、失業與通貨膨脹)、國際經濟學(匯率、貿易、國際收支)、經濟活動之規範等。 | Objectives | To make students realize the principles and practices of economics. Special emphasis on how companies optimize their profit, how consumers obtain maximum satisfaction, and problems regarding to gross national product, employment, and inflation. |
| 教材 | 毛慶生等8人，基礎經濟學，華泰文化，台北，2007。 | Teaching Materials | 毛慶生等8人，基礎經濟學，華泰文化，台北，2007。 |
| 成績評量方式 | 課程參與10%；平時作業30%；期中考30%；期末考30%<br>平時作業：考試與筆記 | Grading | Attendance (10%)<br>Report (30%)<br>Mid-Term Exam (30%)<br>Final Exam. (30%) |
| 教師網頁 | | | |
| | Chap 1 經濟學介紹<br>Chap 2 需求、供給與均衡<br>Chap 3 供需彈性與均衡分析<br>Chap 4 總體經濟與總體指標<br>Chap 5 簡單凱因斯模型<br>Chap 6 貨幣的供給與需求<br>Chap 7 IS-LM模型<br>Chap 8 總合供需與政府政策<br>Chap 9 國際貿易<br>Chap 10 國際金融<br>Chap 11 需求曲線的導出<br>Chap 12 生產理論與成本分析<br>Chap 13 完全競爭市場<br>Chap 14 不完全競爭市場<br>Chap 15 生產要素的供需<br>期末考 | | Part 1: Introduction<br>Chapter 1: Economics: Foundations and Models<br>Appendix: Using Graphs and Formulas<br>Chapter 2: Tradeoffs, Comparative Advantage, and the Market System<br>Chapter 3: Where Prices Come From: The Interaction of Demand & Supply<br>Chapter 4: Economic Efficiency, Government Price Setting, and Taxes<br>Appendix: Quantitative Demand and Supply Analysis<br><br>Part 2: Markets in Action<br>Chapter 5:Externalities, Environmental Policy, and Public Goods<br>Chapter 6: Elasticity: The Responsiveness of Demand and Supply<br><br>Part 3: Firms in the Domestic & International Economies<br>Chapter 7: Firms, the Stock Market, and Corporate Governance<br>Appendix: Tools to Analyze Firms' Financial Information<br>Chapter 8: Comparative Advantage and the Gains from International Trade<br>Appendix: Multinational Firms<br><br>Part 4: Microeconomic Foundations: Consumers and Firms<br>Chapter 9: Consumer Choice & Behavioral Economics<br>Appendix: Using Indifference Curves and Budget Lines to Understand Consumer Behavior |

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| 教學內容 | | **Syllabus** | Chapter 10: Production, Technology, and Costs<br>Appendix: Using Isoquants and Isocosts to Understand Production and Cost<br><br>Part 5: Market Structure and Firm Strategy<br>Chapter 11: Firms in Perfectly Competitive Markets<br>Chapter 12: Monopolistic Competition: The Competitive Model in a More Realistic Setting<br>Chapter 13: Oligopoly: Firms in Less Competitive Markets<br>Chapter 14: Monopoly and Antitrust Policy<br>Chapter 15: Pricing Strategy<br><br>Part 6: Markets for Factors of Production<br>Chapter 16: The Markets for Labor and Other Factors of Production<br><br>Part 7: Information, Taxes, and the Distribution of Income<br>Chapter 17: The Economics of Information<br>Chapter 18: Public Choice, Taxes, and the Distribution of Income<br><br>Part 8: Macroeconomic Foundations and Long-Run Growth<br>Chapter 19: GDP: Measuring Total Production and Income<br>Chapter 20: Unemployment & Inflation<br>Chapter 21: Economic Growth, the Financial System, and Business Cycles<br>Chapter 22: Long-Run Growth: Sources & Policies<br><br>Part 9: Short-Run Fluctuations<br>Chapter 23: Output & Expenditure in the Short Run<br>Appendix: The Algebra of Macroeconomic Equilibrium<br>Chapter 24: Aggregate Demand and Aggregate Supply Analysis<br>Appendix: Macroeconomic Schools of Thought<br><br>Part 10: Monetary and Fiscal Policy<br>Chapter 25: Money, Banks, and the Federal Reserve System<br>Chapter 26: Monetary Policy<br>Chapter 27: Fiscal Policy<br>Chapter 28: Inflation, Unemployment, & Federal Reserve Policy<br><br>Part 11: The International Economy<br>Chapter 29: Macroeconomics in an Open Economy<br>Chapter 30: The International Financial System |

尊重智慧財產權，請勿非法影印。