朝陽科技大學 097學年度第2學期教學大綱
Business Calculus 商用微積分

當期課號	3286	Course Number	3286
授課教師	□鈺城	Instructor	TU,YU CHENG
中文課名	商用微積分	Course Name	Business Calculus
開課單位	行銷與流通管理系(四進)一A	Department	
修習別	必修	Required/Elective	Required
學分數	3	Credits	3
課程目標	1. 具備邏輯推理之思考與解決行銷與流通管理問題能力 2. 建立數理基礎並應用在行銷與流通管理專業領域 3. 訓練邏輯思考與解題技巧之能力 4. 統計、數理基礎與電腦使用能力並應用在行銷、流通與連鎖企業管理領域	Objectives	1. To have the logical reasoning thinking and problem solving ability applying in Marketing and Logistics Management (Skill) 2. To establish the mathematical foundation and then apply in Marketing and Logistics Management professional field (Knowledge) 3. To train the logical reasoning thinking and problem solving ability (Skill) 4. To obtain the statistics, mathematical foundation, and computer-used ability to be able to apply in marketing, logistics, and chain enterprises management domain (Core Competency)
教材	商用微積分(修訂二版)，ISBN：9571443204，作者：廖世仁；朱元祥，出版社：三民書局，出版日：95/06/01。	Teaching Materials	商用微積分(修訂二版)，ISBN：9571443204，作者：廖世仁；朱元祥，出版社：三民書局，出版日：95/06/01。
成績評量方式	1、小考 (20%) 2、上課參與(出席率等)(20%) 3、期中考試(30%) 4、期末考試(30%)	Grading	Participation:20% tests: 20% Mid-term examination:30% Final examination:30%
教師網頁			
教學內容	企業家、科學家、工程師、設計師、經濟學家、教育家、心理學家與運動家皆使用函數模擬現實社會的各種情況。本課程的主要目的在於協助學生有信心並能力利用微積分的技巧解決問題，學生能瞭解極限與連續的概念，並能針對對數函數與指數函數進行微分與積分。並提供實際運用案例讓學生瞭解微積分重要性，並能將其用於解決實際問題。更進一步透過學習微積分加強關鍵思考與問題解決技巧。	Syllabus	Mathematical functions are used to simulate the different situation by business people, scientists, engineers, designers, economists, educators, psychologists, architects... etc. The main objective of this course is to aid students in becoming confident and competent in solving problems that require techniques developed in Calculus. Students will have a working understanding of limits and continuity. Students will also be able to utilize various techniques to differentiate and integrate logarithmic and exponential functions. Some actual application examples of calculus will be provided to realize and be able to apply the calculus in both theoretical problems and applications. Further more, learning calculus enhance critical thinking and problem solving skills.

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