

朝陽科技大學 098學年度第1學期教學大綱  
Economics 經濟學

當期課號	3301	Course Number	3301
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(二進)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程為一般管理之基礎課程，企研所及高普考企管人員必考科目，亦為處於經濟社會必備常識。其內容為概念性觀念介紹，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% 平時作業：考試與筆記	Grading	Attendance (10%) Report (30%) Mid-Term Exam (30%) Final Exam. (30%)
教師網頁	<a href="http://lms.ctl.cyut.edu.tw/">http://lms.ctl.cyut.edu.tw/</a>		
	<p>Chap 1 經濟學介紹</p> <p>Chap 2 需求、供給與均衡</p> <p>Chap 3 供需彈性與均衡分析</p> <p>Chap 4 總體經濟與總體指標</p> <p>Chap 5 簡單凱因斯模型</p> <p>Chap 6 貨幣的供給與需求</p> <p>Chap 7 IS-LM模型</p> <p>Chap 8 總合供需與政府政策</p> <p>Chap 9 國際貿易</p> <p>Chap 10 國際金融</p> <p>Chap 11 需求曲線的導出</p> <p>Chap 12 生產理論與成本分析</p> <p>Chap 13 完全競爭市場</p> <p>Chap 14 不完全競爭市場</p> <p>Chap 15 生產要素的供需</p> <p>期末考</p>		<p>Part 1: Introduction</p> <p>Chapter 1: Economics: Foundations and Models</p> <p>Appendix: Using Graphs and Formulas</p> <p>Chapter 2: Tradeoffs, Comparative Advantage, and the Market System</p> <p>Chapter 3: Where Prices Come From: The Interaction of Demand &amp; Supply</p> <p>Chapter 4: Economic Efficiency, Government Price Setting, and Taxes</p> <p>Appendix: Quantitative Demand and Supply Analysis</p> <p>Part 2: Markets in Action</p> <p>Chapter 5: Externalities, Environmental Policy, and Public Goods</p> <p>Chapter 6: Elasticity: The Responsiveness of Demand and Supply</p> <p>Part 3: Firms in the Domestic &amp; International Economies</p> <p>Chapter 7: Firms, the Stock Market, and Corporate Governance</p> <p>Appendix: Tools to Analyze Firms' Financial Information</p> <p>Chapter 8: Comparative Advantage and the Gains from International Trade</p> <p>Appendix: Multinational Firms</p> <p>Part 4: Microeconomic Foundations: Consumers and Firms</p> <p>Chapter 9: Consumer Choice &amp; Behavioral Economics</p> <p>Appendix: Using Indifference Curves and Budget Lines to Understand Consumer Behavior</p>

教學內容

Syllabus

Chapter 10: Production, Technology, and Costs  
Appendix: Using Isoquants and Isocosts to Understand Production and Cost

Part 5: Market Structure and Firm Strategy  
Chapter 11: Firms in Perfectly Competitive Markets  
Chapter 12: Monopolistic Competition: The Competitive Model in a More Realistic Setting  
Chapter 13: Oligopoly: Firms in Less Competitive Markets  
Chapter 14: Monopoly and Antitrust Policy  
Chapter 15: Pricing Strategy

Part 6: Markets for Factors of Production  
Chapter 16: The Markets for Labor and Other Factors of Production

Part 7: Information, Taxes, and the Distribution of Income  
Chapter 17: The Economics of Information  
Chapter 18: Public Choice, Taxes, and the Distribution of Income

Part 8: Macroeconomic Foundations and Long-Run Growth  
Chapter 19: GDP: Measuring Total Production and Income  
Chapter 20: Unemployment & Inflation  
Chapter 21: Economic Growth, the Financial System, and Business Cycles  
Chapter 22: Long-Run Growth: Sources & Policies

Part 9: Short-Run Fluctuations  
Chapter 23: Output & Expenditure in the Short Run  
Appendix: The Algebra of Macroeconomic Equilibrium  
Chapter 24: Aggregate Demand and Aggregate Supply Analysis  
Appendix: Macroeconomic Schools of Thought

Part 10: Monetary and Fiscal Policy  
Chapter 25: Money, Banks, and the Federal Reserve System  
Chapter 26: Monetary Policy  
Chapter 27: Fiscal Policy  
Chapter 28: Inflation, Unemployment, & Federal Reserve Policy

Part 11: The International Economy  
Chapter 29: Macroeconomics in an Open Economy  
Chapter 30: The International Financial System