朝陽科技大學 099學年度第1學期教學大綱
Microeconomics 個體經濟學

當期課號	1066	Course Number	1066
授課教師	劉定焜	Instructor	LIU,TING KUN
中文課名	個體經濟學	Course Name	Microeconomics
開課單位	財務金融系(四日)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	首先介紹需要、供給及彈性的概念。接著介紹消費者理論包括效用、無異曲線的概念、消費者均衡及價格、所得與需要量之關係。接著 是生產理論包括生產函數、成本函數的觀念及四種市場結構。最後介紹外部性、公共財與福利經濟學。	Objectives	This course focuses on the behavior of firm and consumer under the perfect competitive environment, i.e., the general equilibrium model, during the first half of this course. We then move on to imperfect competition model and game theory. In addition, we will cover the economics of uncertainty and information, which is particularly relevant to the study of finance. Finally, some classical topics in economics, such as externality, will be discussed. Covers consumer behavior, intertemporal choice, asset market, uncertainty, market demand, market equilibrium, firm behavior under perfect competition, imperfect competition, and monopoly, game theory, welfare, externalities, public goods, law, and information.
教材	Pindyck/ Microeconomics 7/e 參考資料 個體經濟學/譯者：劉純之 The principles of economics, Mankiw. 經濟學原理（李時珍著，智勝書局出版） 經濟學-理論與實際 (上冊)（張清溪等著，翰蘆出版）	Teaching Materials	Pindyck/ Microeconomics 7/e The principles of economics, Mankiw,3ed.
成績評量方式	學期總成績: 平常成績40% 期中考成績30% 期末考成績30%	Grading	Midterm(30%) Final exam.(30%) Assigements(40%)
教師網頁			
教學內容	隨著時代的演進，經濟學快速的向商業以外的領域拓展其應用範圍，如政治、社會、法律等。它是一門研究人類如何進行選擇行爲的科學，其領域廣博精深且與現實生活息息相關，若能對此一基礎學科充分瞭解，則對於人類各項經濟活動的深入探究，將可收觸類旁通之效。本課程藉由說明經濟學的基本概念，運用圖表與實例分析，使同學對於經濟模型與經濟分析方法有進一步認識，並引發學生對經濟現象的興趣及培養分析經濟現象的能力。除教科書的教學外，學期中並安排家庭作業與小考，一方面讓學生將所學融入生活課題中，一方面檢視學生學習狀況，並藉此修正教學模式。 課程內容包含：(1) 需求(2) 供給(3) 價格機能的干預與管制(4) 價格彈性(5) 效用與消費者的選擇（6）成本分析（7）市場理論與完全競爭市場（8）獨佔市場（9）壟斷性競爭市場	Syllabus	As time goes by, economics expands its fields of application, likes politics, sociology and jurisprudence. It is a science of studying human's behavior about how to make a choice. If we have the knowledge about economics, then we can easy to explore all kinds of economical activities. This course will use illustrations and examples to explain the basic concepts of economics, and it can help student's knowing about model and analysis. To get a step further, we hope it can induce students to interest and cultivate the ability of analyzing economical phenomenon. Besides teaching of textbook, this course requests students to do homework and gives them tests in this semester. In the one hand students can try to put what they have learned into the subject of life and in the other we can examine their

	（10）寡佔市場（11）要素市場理論（12）一般均衡與福利分析。		learning situation. We can correct our teaching style by checking their learning condition. This course contains: (1) Demand (2) Supply (3) Price mechanism (4) Price elasticity (5) Utility and consumer's choice (6) Cost (7) The theory of market and perfect competition market (8) Monopoly (9) Monopolistic competition (10) Oligopoly (11) The theory of factor market (12) General equilibrium and welfare.

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