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	1219	Course Number	1219
授課教師	林尙德	Instructor	LIN,SHANG DER
中文課名	個體經濟學	Course Name	Microeconomics
開課單位	保險金融管理系(四日)二A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	1. 使學生了解個體經濟學之意義 2. 讓學生能應用個體經濟學之原理在現實生活中 3. 能具備保險金融從業人員之專業態度 4. 能知曉個體經濟學的發展概況	Objectives	1. Enabling students to understand meaning of microeconomics. 2. Making students apply microeconomics principles in daily life. 3. Having professional attitudes in insurance and finance industry. 4. Understanding development of microeconomics.
教材	1.經濟學原理 (增修訂版) 沈中華/黃台心 著 新陸書局. 2008年 2.補充教材:個體經濟學 101學習手冊/楊明憲著. 滄海書局.	Teaching Materials	Economics Principle- Revised Edition Edited by Shen Chung-Hwa/Hung Tai-Shing Publisher: Shin-Lu Bookstore. 2008
成績評量方式	1.平時成績45% (出席率15%, 作業15%.分組15%) 2.期中考試25% 3.期末考試30%	Grading	1. Miscellaneous Grade 45% (Attendance 15%, Homework 15%, Group Performance 15%) 2. Mid-term Exam. 25% 3. Final Exam. 30%
教師網頁	_		
教學內容	個體經濟學距焦在於研究消費者如何追求最大效用的行爲以及分析廠商如何追求最大利潤的行爲. 除此之外,個體經濟學論及資源的分配,產品受價格的影響,及收入決定因素的分配.教授內容如下: 1.個經導論 2.市場經濟 3.消費者行爲 4.需求理論 5.生產者行爲 6.長期生產理論 7.完全競爭市場 8.獨占與壟斷性競爭 9.要素市場 10.全面均衡	Syllabus	Microeconomics is forcusing on exploring the behaviors of how the consumers obtaine the maximum utility ,as well as analyzing the behaviors of how the firms seek the most profits. Microeconomics also discusses topics about allocation of resources,how prices effect productions,and the distribution of income determinals. Instruction contents are as following: 1. Introduction to Microeconomics 2.Marekt Economy 3.Consumers Behavior 4.Demand Theory 5.Producers behavior 6.Long-term Procuction Theory 7. Perfect Competitive Market 8.Monopolistic competition 9.Factors Market 10. General Equilibrium

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