朝陽科技大學 099學年度第1學期教學大綱
Economics 經濟學

當期課號	1440	Course Number	1440
授課教師	陳信帆	Instructor	CHEN,HSIN FAN
中文課名	經濟學	Course Name	Economics
開課單位	行銷與流通管理系(四日)一A	Department	
修習別	必修	Required/Elective	Required
學分數	3	Credits	3
課程目標	由個體基礎及總體宏觀角度，解析快速變遷中之全球經濟環境，從而於競爭激烈的商業環境下，企業得尋求進一步的成長利基。本課程強調學生由經濟理論中，學習正向之獨立思考能力，以及印證當前所發生之經濟問題。	Objectives	The course is to open students" eyes to the economic way of thinking and to help them gain insights into how the economy works and how it might be made to work better.
教材	1.Gregory Mankiw (2007), 經濟學原理, 第四版. 2.奚愷元（2006）別當正常的傻瓜：教你如何明智做決策. 3.Russell Roberts (2003)抉擇：自由貿易vs.保護主義的寓言.	Teaching Materials	References 1.Gregory Mankiw (2007), Principles of Economics, 4th edition. 2.Christopher K. Hsee(2006)How to make smart decisions in business and life. 3.Russell Roberts (2003)The Choice: A Fable of Free Trade and Protectionism.
成績評量方式	1.課堂參與(10%) 2.報告(10%) 3.小考(15%) 4.期中考(30%) 5.期末考(35%)	Grading	1. Classroom Experiment Participation (10%) 2. Term Paper(10%) 3. Quizzes(15%) 4. Midterm Exam(30%) 5. Final Exam (35%)
教師網頁			
教學內容	本課教學內容係希望採深入淺出方式，引導同學學習經濟學，同時搭配現實生活生實際案例引起同學學習興趣，本課程希望能幫助同學以經濟學的角度思考，並且希望同學能瞭解經濟原理的運作。	Syllabus	This course provides an introduction to economic principles—and how those principles are applied in the real world. Principles with current real-world examples are illuminated to hold students' interests and make the subject lively. The goal of this course is to help students to develop the "economic way of thinking" and to gain insights into how the economy works and how it might be made to work better.

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