朝陽科技大學 099學年度第2學期教學大綱
Business Calculus 商用微積分

當期課號	1421	Course Number	1421
授課教師	黃勇富	Instructor	HUANG,YUNG FU
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(四日)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	1.Geoffrey C. Berresford and Andrew M. Rockett, BRIEF APPLIED CALCULUS, 5th edition, Houghton Mifflin, 2010. 華泰書局代理。 2.Ron Larson and Bruce H. Edwards, Brief Calculus: An Applied Approach, 7th edition, Houghton Mifflin Company, 2006. 3.Marvin L. Bittinger, Calculus And Its Applications, 7th edition, Addison Wesley Longman, Inc., 2000.	Teaching Materials	1.Geoffrey C. Berresford and Andrew M. Rockett, BRIEF APPLIED CALCULUS, 5th edition, Houghton Mifflin, 2010. 華泰書局代理。 2.Ron Larson and Bruce H. Edwards, Brief Calculus: An Applied Approach, 7th edition, Houghton Mifflin Company, 2006. 3.Marvin L. Bittinger, Calculus And Its Applications, 7th edition, Addison Wesley Longman, Inc., 2000.
成績評量方式	1.期中考(20%) 2.期末考(20%) 3.平時考(30%) 4.出席狀況及課堂表現(30%)	Grading	1.Midterm Exam.(20%) 2.Final Exam.(20%) 3. Quiz.(30%) 4. Assignments and participation.(30%)
教師網頁			
教學內容	微積分是爲了以系統化、科學化、數學化來描述問題並加以解決問題所發展出的一門基礎學科。藉由此課程的學習及演練，訓練學生以數學的角度分析、整合及解決問題的能力。而今日的商管活動中，微積分的應用亦非常的廣泛，故身爲管理科系的學生，亦應接受此課程的訓練。	Syllabus	Calculus is an elementary course to solve problem using systematic, scientific and mathematical procedures. By this course training, students can improve their quantitative ability to solve difficult problem.

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