# 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

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| 當期課號 | 1431 | Course Number | 1431 |
| 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B | 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<br>2. 建立數理基礎並應用在行銷與流通管理專業領域<br>3. 訓練邏輯思考與解題技巧之能力<br>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)<br>2. To establish the mathematical foundation and then apply in Marketing and Logistics Management professional field (Knowledge)<br>3. To train the logical reasoning thinking and problem solving ability (Skill)<br>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。<br>2.Ron Larson and Bruce H. Edwards, Brief Calculus: An Applied Approach, 7th edition, Houghton Mifflin Company, 2006.<br>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。<br>2.Ron Larson and Bruce H. Edwards, Brief Calculus: An Applied Approach, 7th edition, Houghton Mifflin Company, 2006.<br>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%)<br>2.期末考(20%)<br>3.平時考(30%)<br>4.出席狀況及課堂表現(30%) | Grading | 1.Midterm Exam.(20%)<br>2.Final Exam.(20%)<br>3. Quiz.(30%)<br>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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