

Kainan University Department of International Business

Syllabus for Fall 2007

Course Code No.	Course Title	Instructor	Subject	Level of Course	Credits	Hours per Week
102010010	經濟學原理-個體篇	Leon Yen 顏世緯	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective	Freshman	3	3
	Microeconomics	Course Prerequisites	Calculus or concurrent class in calculus			
Teaching Goals and Content	This is an introductory course on microeconomic theory – the theory of price and the theory of the firm.					
Teaching Methods	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> practical training <input type="checkbox"/> discussion <input type="checkbox"/> question-and-answer <input type="checkbox"/> other (details _____)					
Grading and Evaluation Criteria	Midterm 50 % Final 50 % class participation _____ % other _____ % (details _____)					
Textbooks	(author, title, edition, publisher, place of publication, year of publication, pages covered)					
	楊政學. 個體經濟學 – 學理與應用. 新文京出版社.					
Course Description (including outline and course schedule):						



Theory of Price 價格理論

- Week 1 Demand Curve 需求曲線, Supply Curve 供給曲線
Comparative Statics 需求和供給的變動
Equilibrium 市場的均, Elasticity 彈性 Chapter 1-3
- Week 2 Consumer Choice 消費者行爲
Budget Constraint 預算線, Indifference Curve 無異曲線. Chapter 4
- Week 3 Income Effect 所得效果, Substitution Effect 替代效果 Chapter 4
- Week 4 Welfare Analysis 福利分析
Consumer Surplus 消費者剩餘, Producer Surplus 生產者剩餘
Price Ceiling 價格上限, Price Floor 價格下限, Dead Weight Loss 無謂損失
- Week 5 Tax & Subsidy 課稅, 補助
- Week 6 Quantity Subsidy 從量補貼, Other Scenarios 其他狀況 Chapter 8
- Week 7 Externalities 外部性 Chapter 12
- Week 8 Public Goods 公有財, Common Goods 共有財 Chapter 12

Week 9 Midterm 期中考**Theory of the Firm 廠商理論**

- Week 10 Production and Cost 生產與成本, Cost Curves 成本曲線 Chapters 5
- Week 11 Profit Maximization Firm, Market Structure 市場結構
- Week 12 Perfect Competition 完全競爭市場, Entry/Exit 市場進入/退出 Chapter 6
- Week 13 Monopoly 獨佔市場 Chapter 7
- Week 14 First Degree/Third Degree Price Discrimination 一級/三級差別訂價
- Week 15 Natural Monopoly 自然獨佔
- Week 16 Market Power 市場力量, Oligopoly 寡佔, Cartel 卡特爾 Chapter 8
- Week 17 Game Theory 賽局理論 Chapter 9

Week 18 Final 期末考

Instructions:

- Teachers should fill out this form before the semester begins. After it has been verified by the curriculum committee, the original should be given to the office of curriculum planning and a copy to the head of the department to which the course belongs. In addition, the teacher should explain this syllabus to students at the beginning of a semester.
- This form was approved by the curriculum committee on April 23, 2002.



signature of the convener of the curriculum committee

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signature of the teacher


