

# 102-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	經濟學	Serial No. / ID	1283 / TTG1004
Dept.	觀光旅遊學士學位學程	School System / Class	大學日間部1年1班
Lecturer		Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(二)567 / H343	Language	Chinese

Introduction
<p>1. Demonstrate on exams, homework and projects the ability to understand and correctly use the basic tools of Micro and the Macro economics thinking and analysis in order to be an economically literate adult and an intelligent and informed decision maker.</p> <p>2. Develop and utilize the critical thinking skills associated with the “ economic way of thinking and reasoning ” to analyze social, political, business and individual decision-making.</p>

Outline
<p>I. Basic Economic Concepts</p> <ul style="list-style-type: none"> <li>A. Scarcity, choice, and opportunity cost</li> <li>B. Production possibilities curve</li> <li>C. Comparative advantage, absolute advantage, specialization, and trade</li> <li>D. Economic systems</li> <li>E. Property rights and the role of incentives</li> <li>F. Marginal analysis</li> </ul> <p>II. The Nature and Functions of Product Markets</p> <ul style="list-style-type: none"> <li>A. Supply and demand <ul style="list-style-type: none"> <li>1. Market equilibrium</li> <li>2. Determinants of supply and demand</li> <li>3. Elasticity <ul style="list-style-type: none"> <li>a. Price, income, and cross-price elasticity of demand</li> <li>b. Price elasticity of supply</li> </ul> </li> </ul> </li> <li>B. Theory of consumer choice <ul style="list-style-type: none"> <li>1. Total utility and marginal utility</li> <li>2. Individual and market demand curves</li> </ul> </li> <li>C. Production and costs <ul style="list-style-type: none"> <li>1. Production functions: short and long run</li> <li>2. Marginal product and diminishing returns</li> </ul> </li> <li>D. Firm behavior and market structure <ul style="list-style-type: none"> <li>1. Profit:</li> </ul> </li> </ul>

- a. Normal profit
  - b. Profit maximization
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- 2. Perfect competition
    - a. Short-run supply and s h u t d o w n decision
    - b. Efficiency and perfect competition
  - 3. Oligopoly
    - a. Interdependence, collusion, and cartels
  - 4. Monopolistic competition
    - a. Product differentiation
    - b. Profit maximization

Prerequisite

none