

## 98-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	經濟學(一)	Serial No. / ID	2961 / IBB1003
Dept.	國際企業管理學系	School System / Class	進修學士班1年2班
Lecturer	陳志誠	Full or Part-time	兼任
Required / Credit	Required / 3	Graduate Class	NO
Time / Place	(一)ABC / B402	Language	Chinese

### Introduction

This course of economic behavior, decision-making and economic problems of the basic principles of analysis. This course aims to provide students with the concept of economic theory and the preliminary understanding and cooperation among the living example of what happened or news events, training students in logical reasoning ability, develop critical and analytical attitude. Therefore, the basic objective of this course is in addition to the principal to assist students with professional knowledge and ability, but also stressed that "the community consultative power," the core include: insight into the analytical skills, listening skills, communication skills, presentation skills and business ethics, etc., through the course design and interaction to achieve this goal, and train students to become respected and successful professionals.

### Outline

CH1 : Economics: Foundations and Models  
CH3 : Where Prices Come From:  
CH4 : Market Efficiency and Market  
CH6 : Consumer Choice and Elasticity  
CH7 : Technology, Production, and Costs  
CH8 : Firms in Perfectly Competitive Markets  
CH9 : Monopoly and Antitrust Policy  
CH10 : Monopolistic Competition and Oligopoly

### Prerequisite

Students must have basic English proficiency requirements of the basic reading skills, and to discover and understand the economics of the problem,