

中山大學管理學院 109-1 學期 線上課程

課程名稱：經濟學概論 INTRODUCTION TO ECONOMICS

課號：CM409

● 授課教師：余健源

● 課程主旨：

1. 對市場與交易行為有基本的理解

Students will have basic ideas on markets.

2. 學習以經濟學的思考方式來理解社會

Students can know an economist's perspective on the society.

3. 學習參與對公共政策的討論

Train students to participate the discussion of public affairs.

● 課程學習目標：

要成為一個稱職的公司經理人，除了要對公司內部的經營管理有所理解外，也需對公司所處的外部環境有通透的洞見。而在公司所處的各種外部環境中，其重中之重便是公司所處的市場環境。也因此，對市場與交易行為有清楚的認識，乃是一個管理學院學生的基本功夫。我們希望透過大一經濟學這門課的設計，讓各位對市場與交易行為有一個初步的了解。

經濟學這門學科可分為兩部分：一是總體經濟學，處理的是一國的經濟成長、景氣波動、貨幣政策、借貸及外匯市場等諸種問題。另一則是個體經濟學，乃是由個人與企業的角度出發，研究市場、交易行為與個人及企業面對稀少資源下的選擇問題。因此，本堂課將分為上下學期講授，上學期為個體經濟學入門，下學期則為總體經濟學入門。

在上學期的部分，我將帶領各位試著學習以經濟學的角度來理解市場（當然，將來你們或許也會有機會學習以社會學的角度來理解市場。不過，那將是一門更高深的學問，在大一這個階段，我們先由簡單的法門入手。）我將先簡介經濟學的基本概念以及其對個人行為的基本假設，再由這些概念及假

設出發，分析市場交易的兩方：需求與供給。在對交易雙方有所認識的基礎之上，我們就可以進一步來探討最簡化情況下的市場交易，分析在不同的條件以及政策干預之下，市場交易的結果會如何變動，又將如何影響到參予交易雙方的利益。之後，我會再將這些簡化的條件部分移除，來探討獨佔以及寡佔的情況。

此外，廣泛的市場交易是現代社會的一個奇蹟。之所以稱其為奇蹟，是因為這件事並不會憑空發生。事實上，廣泛的市場交易立基於完善的財產權制度，以及對交易安全的確保（譬如，防止交易中的詐騙行為）。為了瞭解財產權制度的重要性，本學期的最後一部分，我將帶領各位來思考，當財產權制度有漏洞的時候，所產生的兩種最常見的問題：外部性與公共財。而為了瞭解確保交易安全對市場的重要性，我也將帶領各位來探討，當市場資訊不足，以致詐騙頻生時，對市場的影響。

As a professional manager, you need not only the management knowledge but also an insight on the circumstance your organization is facing. The most important aspect of the circumstance for a company is the market. Hence, a student of business should have some ideas about what the market is. After you complete this one-year's course, we hope you can have a preliminary understanding of the market and trade.

Economics has two parts: macroeconomics and microeconomics. Macroeconomics deals with issues such as economic growth, business cycles, monetary policies, and international finance. Microeconomics focuses on consumer behavior and companies' decisions, and studies how these interactions among people and companies shape markets. Therefore, this course has also two parts: I will teach you microeconomics in this semester, and macroeconomics will be arranged in the next semester.

In the first semester (Economics I), I will teach you basic concepts of the market from an economist's perspective. Of course, you can also learn markets from a sociologist's perspective in the future. The economists' way to understand markets starts from a study of the participants in the market. We assume that participants in the market are rational, and observe how these rational participants shape the market. There are two main participants in markets: consumers and producers. Hence, I will discuss consumers' and producers' behavior, and how they shape the market.

Moreover, I will talk also the system which ensures that people are willing to participate in markets: participants should ensure that they will not be robbed or defrauded before they become consumers or producers. Hence, we need a system of property rights and an institution which can protect every participant's rights in

markets. If this system cannot protect some participants from being defrauded or robbed, it will cause some serious problems. I will also discuss these problems: externalities and public goods.