

國立宜蘭高商 學年度第 學期 經濟學 單元教案

單元名稱	2-1 需求與需求法則 Demand and Law of Demand	班級	三年級	人數	40 人
教材來源	經濟學 I (信樺文化)	教師	施義聰	時間	100 分
教學方法	講述法、啟發教學法、案例說明法	地點		日期	/ /
教學資源	<p>參考書目：</p> <p>1、施蓓莉 (譯) (2004)。《經濟學辭典》(第二版)。台北市：城邦文化。</p> <p>2、張清溪、許嘉棟、劉鶯釧、吳聰敏 (2000)。《經濟學-理論與實際》(第四版)。台北市：翰蘆圖書。</p> <p>3、謝登隆 (2003)。《個體經濟理論與應用》。台北市：智勝文化。</p> <p>4、Mankiw, N. Gregory (2004). <i>Principles of Economics</i> (3rd ed.). Ohio:South-Western.</p>				
教學目標	<p>一、認知方面</p> <p>(一) 瞭解需求的意義及其表示方式。</p> <p>(二) 明白需求的種類及其實例應用。</p> <p>(三) 瞭解需求法則及其成因與例外。</p> <p>二、技能方面</p> <p>(一) 能正確區別本單元專有名詞之中文釋義，包括：</p> <p>1、能正確說明需求 (Demand) 的意義及其三種表示方式。</p> <p>2、能正確說明並畫出「需求表」(Demand schedule)、「需求曲線」(Demand curve) 及計算「需求函數」(Demand function)。</p> <p>3、能熟練說明「直接需求」(Direct demand) 與「間接需求」(Derived demand)、「聯合需求」(Joint demand) 與「替代需求」(Substitution demand)、「個別需求」(Individual demand) 與「市場需求」(Market demand) 的意義，並分別說明實例。</p> <p>4、能正確說明「需求法則」(Law of demand) 的意義及成立原因：替代效果 (Substitution effect) 與所得效果 (Income effect) 的意義。</p> <p>5、能熟練說明違反「需求法則」的炫耀財 (Veblen goods) 和季芬財 (Giffen goods) 的意義。</p>				

	<p>(二) 能正確區別本單元專有名詞之英文釋義。</p> <p>三、情意方面</p> <p>(一) 培養主動學習之習慣，提高研讀經濟專業課程之興趣。</p> <p>(二) 建立良好之學習態度，透過討論培養團隊學習的精神。</p> <p>(三) 建構完整的經濟概念，養成獨立思辨及整體組織能力。</p>			
教學流程	時間	教具	評量	備註
<p>一、引起動機</p> <p>(一) 實例引導：以早餐購買蛋餅，說明蛋餅價格與購買量之間的關係。</p> <p>(二) 影片欣賞：播放新聞報導「衛生紙搶購事件」為案例，藉以引起學生興趣，並導入本單元之學習重點。</p> <p>二、單元內容講述</p> <p>(一) 簡述需求 (Demand) 的意義。</p> <p>1、說明其他條件不變的項目。</p> <p>2、說明願意且有能力的意義。</p> <p>3、輔以英文釋義 1 強化專有名詞的認識。</p> <p>(二) 簡述需求的表示方式。</p> <p>1、說明需求表 (Demand schedule) 的意義，輔以英文釋義 2 搭配說明，並以實例編寫需求表。</p> <p>2、說明需求曲線 (Demand curve) 的意義，輔以英文釋義 3 搭配說明，並以實例畫出需求曲線。</p> <p>3、解釋需求函數 (Demand function) 的意義，輔以英文釋義 4 搭配說明，並以實例計算需求函數。</p> <p>(三) 簡述直接需求與間接需求。</p> <p>1、說明直接需求 (Direct demand) 的意義，輔以英文釋義 5 搭配實例說明。</p> <p>2、說明間接需求 (Derived demand) 的意義，輔以英文釋義 6 搭配實例說明</p> <p>(四) 簡述聯合需求與替代需求。</p> <p>1、說明聯合需求 (Joint demand) 的意義，輔以英文釋義 7 搭配實例說明。</p> <p>2、說明替代需求 (Substitution demand) 的意義，輔以英文釋義 8 搭配實例說明。</p> <p>(五) 簡述個別需求與市場需求。</p> <p>1、說明個別需求 (Individual demand) 的意義，輔以英文釋義 9 搭配實例說明。</p> <p>2、說明市場需求 (Market demand) 的意義，輔以英文釋</p>	<p>3'</p> <p>4'</p> <p>6'</p> <p>6'</p> <p>6'</p> <p>7'</p> <p>6'</p> <p>6'</p> <p>6'</p> <p>6'</p> <p>6'</p>	<p>簡報</p> <p>網頁</p> <p>課本 板書 講義</p> <p>課本 板書 講義</p> <p>紙筆</p> <p>課本 講義</p> <p>課本 板書 講義</p> <p>課本 板書 講義</p>	<p>能瞭解</p> <p>能瞭解 能說出</p> <p>能瞭解 能說出 能畫出 能計算</p> <p>能說出 能區別</p> <p>能瞭解 能說出 能區別</p> <p>能瞭解 能說出</p>	

<p>義 10 搭配實例說明。</p> <p>(六) 簡述需求法則 (Law of demand) 的意義，輔以英文釋義 11 搭配說明。</p> <p>(七) 簡述需求法則成立的原因。</p> <p>1、說明替代效果 (Substitution effect) 的意義，輔以英文釋義 12 搭配實例說明。</p> <p>2、說明所得效果 (Income effect) 的意義，輔以英文釋義 13 搭配實例說明。</p> <p>(八) 簡述需求法則的例外情形。</p> <p>1、說明炫耀財 (Veblen good) 的意義，輔以英文釋義 14 搭配實例說明。</p> <p>2、說明季芬財 (Giffen good) 的意義，輔以英文釋義 15 搭配實例說明。</p> <p>三、單元複習及作業</p> <p>(一) 歸納整理本單元之重點，加深學生印象。</p> <p>(二) 指定作業：</p> <p>1、完成本單元課後學習單。</p> <p>2、完成本單元習作與手札的題目。</p> <p>3、預先研讀單元 2-2 之內容。</p>	<p>5'</p> <p>6'</p> <p>6'</p> <p>5'</p> <p>5'</p> <p>3'</p> <p>2'</p>	<p>課本 板書</p> <p>課本 板書 講義</p> <p>課本 板書 講義</p> <p>板書</p>	<p>能瞭解 能說出</p> <p>能瞭解 能說出 能區別</p> <p>能瞭解 能說出 能區別</p> <p>能記住 能完成</p>	
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單元名稱	2-1 需求與需求法則	Demand and Law of Demand
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資料來源：整理自維基百科網站

名詞釋義

1、Demand

In economics, demand is the quantities of a commodity or a service that people are willing AND able to buy at various prices, over a given period of time. The relationship between price and quantity demanded is also known as demand curve.

Determinants of (Factors affecting) demand Innumerable factors and circumstances could affect a buyer's willingness or ability to buy a good. Some of the common factors are: Price of related goods, Personal Disposable Income, Tastes or preferences, Consumer expectations about future prices, income and availability and Population.

2、Demand schedule

The demand schedule, in economics, is a table of the quantity demanded of a good at different price levels. Given the price level, it is easy to determine the expected quantity demanded. This demand schedule can be graphed as a continuous demand curve on a chart where the Y-axis represents price and the X-axis represents quantity. (補表格)

3、Demand curve

In economics, the demand curve is the graph depicting the relationship between the price of a certain commodity and the amount of it that consumers are willing and able to purchase at any given price. It is a graphic representation of a market demand schedule. The demand curve for all consumers together follows from the demand curve of every individual consumer: the individual demands at each price are added together, assuming independent decision-making.

4、Demand function

The demand function shows the relation between the quantity demanded of a commodity by the consumers and the price of the product. These functions are probably the most important tools used by economists. While many variables determine the quantity consumers wish to purchase in a market, the price of the commodity is perhaps the most important one.

5、Direct demand

Goods that yield direct satisfaction to the consumers are said to have a direct demand. This demand comes from the consumers side. Demand for food, cloth and house etc. are the examples of direct demand. All the finished goods have a direct demand.

6、Derived demand

In economics derived demand is demand for a factor of production or intermediate good that occurs as a result of the demand for another intermediate or Economics help - Derived In essence, the demand for one is dependent on that whose demand its demand is derived from.

7 · Joint demand

Joint demand occurs when demand for two goods is interdependent. For example, it is no good having a printer without the ink to go with it. Similarly, ink cartridges are no use without a printer. Another example could be a razor and razor blades. Basically, the definition of joint demand is when you need two goods to go together. If two goods are in joint demand they will have a high and negative cross elasticity of demand. – A fall in the price of ink will lead to an increase in demand for printers. Sometimes this is known as ‘complementary demand’ e.g. Strawberries and cream are complements and so they are often bought together..

8 · Substitution demand

~~Competitive demand~~ Substitution demand is the demand for products that are competing for sales. People can substitute one competing product for another. If the demand for one product increases, the demand for its competitor will decrease. For example, Coke and Pepsi are competing soft drinks. If the price of Pepsi drops below that of Coke, consumer demand for Pepsi will increase while the demand for Coke decreases.

9 · Individual demand

The individual demand is the demand of one individual or firm. It represents the quantity of a good that a single consumer would buy at a specific price point at a specific point in time. While the term is somewhat vague, individual demand can be represented by the point of view of one person, a single family, or a single household.

10 · Market demand

Market demand provides the total quantity demanded by all consumers. In other words, it represents the aggregate of all individual demands..

11 · Law of demand

In microeconomics, the **law of demand** states that, "conditional on all else being equal, as the price of a good increases (\uparrow), quantity demanded decreases (\downarrow); conversely, as the price of a good decreases (\downarrow), quantity demanded increases (\uparrow)".^{HH}In other words, the law of demand describes an inverse relationship between price and quantity demanded of a good. Alternatively, other things being constant, quantity demanded of a commodity is inversely related to the price of the commodity. There are, however, some possible exceptions to the law of demand, such as Giffen goods and Veblen goods.

12 · Substitution effect

In economics and particularly in consumer choice theory, the substitution effect is one component of the effect of a change in the price of a good upon the amount of that good demanded by a consumer. When a good's price decreases, if hypothetically the same consumption bundle were to be retained, income would be freed up which could be spent on a combination of more of each of the goods. Thus the new total consumption bundle chosen, compared to the old one, reflects both the effect of the changed relative prices of the two goods (one unit of one good can now be traded for a different quantity of the other good than before as the ratio of their prices has changed) *and* the effect of the freed-up income. For Example , if price of given commodity (say Pepsi) falls, with

no change in price of its substitutes (say Coca-Cola), then Pepsi will become relatively cheaper and will be substituted for Coca-Cola, i.e. demand for Pepsi will rise.

13 · Income effect

The income effect represents the change in an individual's or economy's income and shows how that change impacts the quantity demanded of a good or service. The relationship between income and quantity demanded is a positive one; as income increases, so does the quantity of goods and services demanded. For example, when an individual's income increases, that person demands more goods and services, thus increasing consumption, all things equal.

14 · Veblen good (Conspicuous good)

Veblen goods are types of luxury goods for which the quantity demanded increases as the price increases, an apparent contradiction of the law of demand. Consumers actually prefer more of the good as its price rises, and the result is an upward sloping demand curve. For example, in the 1990s when "fashion" jeans became popular, one retailer found that he could sell more when he raised the price. Also functioning as positional goods, they include expensive wines, jewelry, fashion-designer handbags, and luxury cars which are in demand because of, rather than in spite of, the high prices asked for them. This makes them desirable as status symbols in the practices of conspicuous consumption and conspicuous leisure.

15 · Giffen good

In economics and consumer theory, a Giffen good is a product that people consume more of as the price rises and vice versa—violating the basic law of demand in microeconomics. For any other sort of good, as the price of the good rises, the substitution effect makes consumers purchase less of it, and more of substitute goods; for most goods, the income effect (due to the effective decline in available income due to more being spent on existing units of this good) reinforces this decline in demand for the good. But a Giffen good is so strongly an inferior good in the minds of consumers (being more in demand at lower incomes) that this contrary income effect more than offsets the substitution effect, and the net effect of the good's price rise is to increase demand for it.

Worksheet

Class : No. : Name :

I. Matching:

1. Terminology

(請填代號：A:炫耀財、B:所得效果、C:間接需求、D:市場需求)

- (1) Market demand (2) Income effect (3) Derived demand (4) Veblen good

2. Case judgement

(請填代號：A:Direct demand、B:Derived demand、C:Joint demand、D: Substitution demand)

- (1) 家用電冰箱 (2) 腳踏車、機車 (3) 手機、電池 (4) 計程車使用的汽油

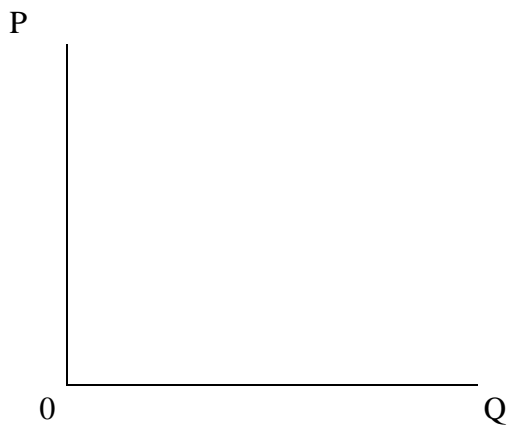
II. Integrated questions:

1、If Demand function is $Q_d=300-2P$, please fill in the blanks, and draw Demand curve.

(1) Demand schedule :

Price	Quantity
5	
10	
15	
20	

(2) Draw Demand curve :



經濟學課後學習單

班級： 座號： 姓名：

一、配合題

(一) 名詞翻譯 (請填代號：A:炫耀財、B:所得效果、C:間接需求、D:市場需求)

1、Market demand 2、Income effect 3、Derived demand 4、Veblen good

(二) 實例判斷 (請填代號：A:Direct demand、B:Derived demand、C:Joint demand、D: Substitution demand)

1、家用電冰箱 2、腳踏車、機車 3、手機、電池 4、計程車使用的汽油

二、綜合題

1、若需求函數 $Q_d=300-2P$ ，請完成下表，並畫出需求曲線。

(1) 完成需求表 (Demand schedule)：

價格	數量
5	
10	
15	
20	

(2) 畫出需求曲線 (Demand curve)：

