

## COURSE SYLLABUS

Academic Year: 2020/2021

Identification and characteristics of the course			
Code	500004-500004	ECTS Credits	6
Course title (English)	MICROECONOMICS		
Course title (Spanish)	MICROECONOMÍA		
Degree programs	-Grade in Business Administration and Management (ADE) <sup>1</sup> -Grade in Economics (ECO) -Double grade in Business Administration and Management - Economics (DG ADE-ECO) -Double grade in Business Administration and Management - Law (DG ADE-DER)		
Faculty/School	Faculty of Economics and Business		
Semester	1st	Course type (compulsory/optional)	Basic training
Module	Basic Training		
Subject matter	Economics		
Lecturer/s			
Name	Room	E-mail	Web page
Beatriz Corchuelo Martínez-Azúa	61	bcorchue@unex.es	
Subject Area	Foundations of Economic Analysis		
Department	Economics		
Coordinator (Only if there is more than one lecturer)	Beatriz Corchuelo Martínez-Azúa		
Competencies*			
<b><u>Administration &amp; Business Management</u></b>			
<b>Basic Competencies (BC)</b>			
BC1: Students have demonstrated to possess and understand knowledge in an area of study based on General Secondary Education, but which stands at a level supported by advanced textbooks and that also involves some knowledge from the forefront of their field of study.			
BC3: Students have the ability to gather and interpret relevant data (typically within their field of study) for making judgements that include a reflection on social, scientific or ethical issues.			
BC4: Students are able to transmit information, ideas, problems and solutions to both specialized and non-specialist audiences.			

<sup>1</sup> The ADE subject with code 500004 will be teach in English in the PALEX Intermediate program

\* The sections concerning competencies, course outline, teaching activities, teaching methodology, learning outcomes and assessment methods must conform to those included in the ANECA verified document of the degree program.

<p><b>General Competencies (GC)</b></p> <p>CG1: Ability to identify and anticipate relevant economic problems, both in private and public spheres, and to discuss alternatives and select the most appropriate.</p>	
<p><b>Transversal Competencies (TC)</b></p> <p>TC2: Ability for organization and planning.</p>	
<p>TC7: Ability to solve problems.</p>	
<p>TC14: Critical and self-critical reasoning capacity.</p>	
<p>TC17: Autonomous learning ability.</p>	
<p><b>Specific Competencies (SC)</b></p> <p>SC1: Ability to learn, understand and use the principles, models and tools of basic economics.</p>	
<b>Contents</b>	
<b>Course outline*</b>	
<p>Economics concepts. Scarcity and choice: basic problems of economic organization. Economic models. Demand and supply and its determinants. Economic equilibrium and changes in the equilibrium: the mechanism of prices. Consumer surplus, producer surplus and total surplus. Concept and types of elasticity. Price ceiling and price floor, taxes and subsidies.</p> <p>Production function, diminishing marginal product and total cost curve. Various measures of costs and their shapes. Long term costs and economies of scale. The theory of consumer choice. The budget constraint. The preferences. Consumer's optimal choice.</p> <p>Market analysis: perfect competition, monopoly, oligopoly, and monopolistic competition.</p>	
<b>Course contents</b>	
<p><b>Unit 1: Economics: Concepts and principles</b></p> <p>What is economics? Scarcity, trade-offs and opportunity cost. Production and consumption. Microeconomics and macroeconomics. Positive vs. normative analysis. Economic models. The production possibilities frontier. Forms of economic organization. Government intervention and market failures.</p>	
<p><b>Unit 2: Demand, supply and market equilibrium</b></p> <p>The market. Demand. Determinants of demand. Supply. Determinants of supply. The market equilibrium. Changes in equilibrium.</p>	

**Unit 3: The elasticity**

Concept and types of elasticity. Price elasticity of demand. Income elasticity of demand. Cross-price elasticity of demand. Price elasticity of supply.

**Unit 4: Welfare measures and government intervention**

Consumer surplus. Producer surplus. Total surplus. Government intervention in the markets: controls on prices (price ceiling and price floor) and taxes.

**Unit 5: Consumption: Consumer choice**

The theory of consumer choice. The budget constraint. The preferences. Consumer's optimal choice.

**Unit 6: Firms: Production, costs and profits**

The production function. Long term: returns to scale. Short term: productivity of a variable factor. The cost of production. Cost curve and various measures of cost. Revenues and profit.

**Unit 7: Competitive markets**

Characteristics of competitive markets. The competitive firm's demand curve. The revenue of a competitive firm. Production of the firm in the short term. Profits and the firm's short-run decision to shut down. The competitive firm's supply curve in the short-term. The firm's long-run decision to exit or enter a market.

**Unit 8: Non-competitive markets: Monopoly, oligopoly and monopolistic competition**

Characteristics and sources of monopoly. Monopoly's revenue. Profit maximization. Monopoly vs. perfect competition: price, quantity and welfare. Public policy toward monopolies. Oligopoly: characteristics and models. Monopolistic competition. Price discrimination.

**Educational activities \***

Student workload (hours per lesson)		Lectures	Practical sessions				Monitoring activity	Homework
Lesson	Total	L	HI	LAB	COM	SEM	SGT	PS
1 theory	7	4						3
1 practice	2	1						1
2 theory	9	4						5
2 practice	6	2						4
3 theory	9	4						5
3 practice	6	2						4
4 theory	8	4						4
4 practice	6	2 (*)						4
5 theory	11	4						7
5 practice	6	3						4
6 theory	10	4						6
6 practice	6	2 (*)						3

7 theory	14	6						8
7 practice	10	4						6
8 theory	15	7						8
8 practice	13	4+1 (*)						8
<b>Assessment**</b>	12	2						10
<b>TOTAL ECTS</b>	150	60						90

(\*) These activities will be in a foreign language (English).

L: Lectures (100 students)

HI: Hospital internships (7 students)

LAB: Lab sessions or field practice (15 students)

COM: Computer room or language laboratory practice (30 students)

SEM: Problem-solving classes, seminars or case studies (40 students)

SGT: Scheduled group tutorials (educational monitoring, ECTS type tutorials)

PS: Personal study, individual or group work and reading of bibliography

### Teaching Methodology\*

1. Lectures
2. Solving problems and/or cases
3. Assessment tests

### Learning outcomes \*

Knowledge and understanding of the principles of microeconomic analysis and their use for the identification and analysis of relevant economic problems.

Learn about the performance and the consequences of economic systems, the different alternatives of resources allocation, and the accumulation of wealth and income distribution. Theoretical knowledge of models and representation techniques of the economic reality, specifically, microeconomic models, the pricing system, theories of consumption and production, competitive equilibrium, non-competitive markets, economic efficiency and welfare theory. Ability to apply theoretical knowledge to the analysis of economic reality.

### Assessment methods \*

There are two alternatives for assessment: continuous assessment and final examination. The assessment system and criteria are applied in each examination opportunity of the academic year.

The choice of the evaluation system corresponds to the student, who will have to communicate his/her choice to the teacher in the first 3 weeks of the semester.

#### **1) EVALUATION SYSTEM 1 (continuous assessment).**

Students who habitually attend classes can opt for a continuous assessment. This system will consist of two parts: a continuous assessment and a final exam.

A) The continuous assessment part will count for 20% of the final mark. It will be

\*\* Insert as many rows as necessary. For instance, you can include one row for a partial exam and another for the final exam.

based on different on-campus, classroom and non-classroom practical activities to be performed during the term.

B) A written exam will be programmed at the end of the semester. This final exam will count for 80% of the final mark. This exam will cover all the contents of the subject.

Getting at least 4.25 points in the final exam is required to pass the course, provided that the final mark (20% continuous assessment + 80% final exam) equals or exceeds 5 points.

## **2) EVALUATION SYSTEM 2 (final examination).**

Those students who chose the final exam system (choice to do during the first 3 weeks of the semester) will be doing a final exam in which they can achieve 100% of the mark. This exam will cover all the contents of the subject. Getting at least 5 points in the final exam is required to pass the course.

### **EVALUATION CRITERIA (Final exam):**

The final exam (for both evaluation systems) will consist of a multiple choice test with 20 questions (with four possible answers). It will include both theoretical and problem solving questions. There will be only one correct answer by question (+0.5 points), some marks will be deducted for a poorly answered question (-0.15 points), and the unanswered questions will not count in the final mark.

### **Bibliography (basic and complementary)**

#### **Basic bibliography:**

MANKIWI, N.G. (2015): "Principles of Microeconomics", 7th Edition, *Cengage Learning*.

GOOLSBEE, A. LEVITT, S. & SYVERSON, C. (2013): "Microeconomics", *Worth Publishers*.

CORCHUELO, B. EGUÍA, B. & VALOR, T. (2006): "Curso práctico de Microeconomía", *Delta Publicaciones Universitarias*.

#### **Supplementary bibliography:**

BLANCO, J.M. (2008): "Economía: Teoría y Práctica", 5ª ed., *McGraw-Hill*.

PINDYCK, R.S. & RUBINFELD, D.L. (2009): "Microeconomía", 7ª ed., *Prentice-Hall*.

CORCHUELO, B. & QUIROGA, A. (2009): "Análisis Microeconómico I", *Delta Publicaciones Universitarias*.

CORCHUELO, B. & QUIROGA, A. (2013): "Análisis Microeconómico. Producción, Costes y Mercados", *Editorial Pirámide*.

### **Other resources and complementary materials**

Teaching materials (slides, handouts, exercises...) will be provided to students through the virtual campus (<http://campusvirtual.unex.es>).