

COURSE PROGRAM

Academic Year: 2024/2025

| Identification and characteristics of the course ¹ | | | |
|--|---|------------------|----------------|
| Code | 500004-EN | ECTS Credits | 6 |
| Course name (English) | MICROECONOMICS | | |
| Course name (Spanish) | MICROECONOMÍA | | |
| Degree programs | <ul style="list-style-type: none"> - Degree in Business Administration and Management (ADE) - Degree in Economics (ECO) - Double degree in Business Administration and Management & Economics (DG ADE-ECO) - Double degree in Business Administration and Management & Law (DG ADE-DER) - Double degree in Business Administration and Management & Labour relations and Human Resources (DG ADE-RRLL.RRHH.) | | |
| Faculty/School | Faculty of Economics and Business | | |
| Semester | 1st | Type of course | Basic Training |
| Module | Economic Analysis | | |
| Matter | Economics | | |
| Lecturer/s | | | |
| Name | Office | E-mail | Web page |
| M ^a Mar Salinas Jiménez | 251 | msalinas@unex.es | |
| Subject Area | Foundations of Economic Analysis | | |
| Department | Economics | | |
| Coordinating lecturer (If more than one) | Beatriz Corchuelo Martínez-Azúa | | |
| Competencies | | | |
| <p><u>Administration & Business Management</u></p> <p>Basic Competencies (BC)</p> <p>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.</p> <p>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.</p> <p>BC4: Students are able to transmit information, ideas, problems and solutions to both specialized and non-specialist audiences.</p> | | | |

¹ This course (500004) will be entirely taught in English (PALEX Advance program).

General Competencies (GC)

GC1: Ability to identify and anticipate relevant economic problems, both in private and public spheres, and to discuss alternatives and select the most appropriate.

Cross Competencies (CC)

CC2: Ability for organization and planning.

CC7: Ability to solve problems.

CC14: Critical and self-critical reasoning capacity.

CC17: Autonomous learning ability.

Specific Competencies (SC)

SC1: Ability to learn, understand and use the principles, models and tools of basic economics.

Economics

Basic Competences (BC)

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.

General Competences (GC)

GC1: Ability to identify and anticipate relevant economic problems, both in the private and public spheres, to discuss resolution alternatives and to select the most appropriate ones.

Cross Competences (CC)

CC4: Ability to manage, analyze, and synthesize the information.

CC5: Ability to work in a team.

CC8: Ability to learn autonomously.

CC9: Ability for critical and self-critical reasoning.

CC10: Problem solving skills.

CC12: Organizational and planning skills.

Specific Competences (SC)

SC1: Ability to know, understand and use the principles of microeconomics.

Contents

Course outline

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. 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. Market analysis: perfect competition, monopoly, oligopoly, and monopolistic competition.

| Course syllabus |
|---|
| <p>Unit 1: ECONOMICS: CONCEPTS AND PRINCIPLES</p> <p>Contents: 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>Description of the practical activities: Resolution of questions/problems and analysis of practical cases related to the unit.</p> |
| <p>Unit 2: DEMAND, SUPPLY AND MARKET EQUILIBRIUM</p> <p>Contents: The market. Demand. Determinants of demand. Supply. Determinants of supply. The market equilibrium. Changes in equilibrium.</p> <p>Description of the practical activities: Resolution of questions/problems and analysis of practical cases related to the unit.</p> |
| <p>Unit 3: THE ELASTICITY</p> <p>Contents: Concept and types of elasticity. Price elasticity of demand. Income elasticity of demand. Cross-price elasticity of demand. Price elasticity of supply.</p> <p>Description of the practical activities: Resolution of questions/problems and analysis of practical cases related to the unit.</p> |
| <p>Unit 4: WELFARE MEASURES AND GOVERNMENT INTERVENTION</p> <p>Contents: Consumer surplus. Producer surplus. Total surplus. Government intervention in the markets: controls on prices (price ceiling and price floor) and taxes.</p> <p>Description of the practical activities: Resolution of questions/problems and analysis of practical cases related to the unit.</p> |
| <p>Unit 5: CONSUMPTION: CONSUMER CHOICE</p> <p>Contents: The theory of consumer choice. The budget constraint. The preferences. Consumer's optimal choice.</p> <p>Description of the practical activities: Resolution of questions/problems and analysis of practical cases related to the unit.</p> |
| <p>Unit 6: FIRMS: PRODUCTION, COST AND PROFITS</p> <p>Contents: 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.</p> <p>Description of the practical activities: Resolution of questions/problems and analysis of practical cases related to the unit.</p> |
| <p>Unit 7: COMPETITIVE MARKETS</p> <p>Contents: 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.</p> <p>Description of the practical activities: Resolution of questions/problems and analysis of practical cases related to the unit.</p> |
| <p>Unit 8: NON-COMPETITIVE MARKETS: MONOPOLY, OLIGOPOLY AND MONOPOLISTIC COMPETITION</p> <p>Contents: 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.</p> <p>Description of the practical activities: Resolution of questions/problems and analysis of practical cases related to the unit.</p> |

| Educational activities* | | | | | | | | |
|-------------------------------------|------------|-----------|----------------------|-----|-----|-----|---------------------|-----------|
| Student workload in hours by lesson | | Lectures | Practical activities | | | | 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 | 5 | | | | | | 8 |
| Assessment | 12 | 2 | | | | | | 10 |
| TOTAL ECTS | 150 | 60 | | | | | | 90 |

L: Lectures (85 students)

HI: Hospital internships (7 students)

LAB: Laboratory or field practices (15 students)

COM: Computer room or language laboratory practices (20 students)

SEM: Problem classes or 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 Methodologies

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 systems

In order to pass the course, there are two assessment alternatives: continuous assessment modality and global assessment modality.

The choice of the global assessment modality is up to the student, who must request it for each call (ordinary and extraordinary) through the specific space created for this purpose on the Virtual Campus during the first quarter of the teaching period.

When a student does not make this communication, it will be understood that he/she chooses the continuous assessment modality. The choice of the global assessment modality implies the renunciation of the right to be assessed for the activities of the continuous assessment modality. Once the modality of assessment has been chosen, the student will NOT be able to change it in the ordinary call of the semester.

1. CONTINUOUS EVALUATION MODALITY

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

In the event that a student does not perform any of the proposed activities, his/her grade in that test or activity will be 0 points.

In the event that a student fails the course in the ordinary call, for the following calls of the academic year the grades obtained in the ordinary call in the activities and assignments will be maintained as long as the student has not opted to change to the global evaluation system.

B) 80% of the evaluation is a final exam. This exam will cover the entire course content.

In the event that a student does not take the final exam, the student will be graded as "Not Presented" because he/she will be unable to obtain the minimum grade of 5 points necessary to pass the course. In addition, if the student has taken any of the evaluable activities, the grade of these continuous assessments activities will be maintained for the following calls of the academic year.

2. GLOBAL EVALUATION MODALITY

The evaluation under this system will be carried out through a final exam, whose grade will represent 100% of the grade of the subject.

This final exam will cover all the subject matter of the course, including the contents addressed in the continuous assessment activities, so it does not have to coincide with the final exam of the continuous assessment modality.

EVALUATION CRITERIA (Final exam):

The final exam (for both evaluation modalities) 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 for each question (+0.5 points), the wrong answer will subtract points (-0.15 points) and the unanswered answers will not count in the final mark.

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. For students who choose the global evaluation modality, the final exam counts for 100% of the final grade, so getting at least 5 points is required to pass the course.

Bibliography (basic and complementary)

Basic bibliography:

MANKIW, N.G. (2021): "Principles of Microeconomics" (9th edition), *Cengage Learning*.

Complementary bibliography:

CASE, K.E., FAIR, R.C & OSTER, S.C. (2020): "Principles of Microeconomics" (13th edition), *Pearson*.

COWEN, T. & TABARROK, A. (2021): "Modern Principles of Microeconomics" (5th edition), *McMillan*. (Videos at: <https://mru.org/principles-economics-microeconomics>).

GWARTNEY, J.D., STROUP, R.L., SOBEL, R.S. & MACPHERSON, D.A. (2020): "Microeconomics: Private & Public Choice" (17th edition), *Cengage Learning*.

GOOLSBEE, A. LEVITT, S. & SYVERSON, C. (2020): "Microeconomics" (3rd edition), *Worth Publishers*.

Other resources and complementary educational materials

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