

Academic Year/course: 2022/23

27307 - Microeconomics

Syllabus Information

Academic Year: 2022/23

Subject: 27307 - Microeconomics

Faculty / School: 109 - Facultad de Economía y Empresa

228 - Facultad de Empresa y Gestión Pública

301 - Facultad de Ciencias Sociales y Humanas

Degree: 448 - Degree in Business Administration and Management

454 - Degree in Business Administration and Management

458 - Degree in Business Administration and Management

ECTS: 6.0

Year: 1

Semester: Second semester

Subject Type: Basic Education

Module:

1. General information

1.1. Aims of the course

The subject and its expected results respond to the following approaches and objectives:

Microeconomics I, together with Microeconomics II, offer a global vision of the basic knowledge of microeconomic theory that every graduate should have acquired.

Microeconomics I begins with a description of the market and the interactions between supply and demand. Then, both sides of the market are individually studied in detail. Thus, the behaviors of the consumer and the producer are analyzed, leading to the definition of the demand function and the supply function, respectively.

These approaches and objectives are aligned with the Sustainable Development Goals (SDGs) of the 2030 agenda and certain specific goals (<https://www.un.org/sustainabledevelopment/en/>), contributing to some extent to their achievement:

SDG 4: Providing inclusive and equitable quality education and promoting lifelong learning opportunities for all.

Target 4.3: By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university.

Target 4.4: By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship.

Target 4.5: By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for the vulnerable, including persons with disabilities, indigenous peoples and children in vulnerable situations.

1.2. Context and importance of this course in the degree

The subject belongs to the module "Fundamentals of Economic Analysis and Instruments" and to the subject "Economic Theory".

Microeconomics I is part of a full course of intermediate microeconomics. In consequence, its contents are fundamental for the student, providing the necessary elements to study basic economic institutions from the perspective of economic analysis. The course belongs to the module "Fundamentals of Economic Analysis and Instruments" and to the field "Economic Theory".

1.3. Recommendations to take this course

In order to have an optimum understanding of the course, a previous basic knowledge of Economics and Mathematics is recommended.

2. Learning goals

2.1. Competences

- To evaluate the situation and the previous evolution of companies and organizations, and to be able to acquire the relevant knowledge for taking informed decisions successfully.
- To produce assessments of particular market situations, sectors, organizations, companies and their functional areas
- To understand and apply professional criteria and scientific standards to the solution of economic, business and organizational problems.
- To be able to solve problems.
- To be able to analyse and synthesize.
- To be able to apply knowledge in practice.

2.2. Learning goals

Show adequate understanding of the methodology in Economic Analysis as well as its aims and scope, identifying its main components: economic agents, models, variables and data.

Correctly use the basic terminology of an economist in describing topics in the field of Microeconomics

Correctly describe and interpret any decision problem of an economic agent, consumer or producer, using verbal reasoning, graphic representations and mathematical analysis (calculus and basic algebra).

Model formally any non-dynamic decision problem of an individual economic agent as a conditional optimization problem, identifying the relevant endogenous and exogenous variables, obtaining a quantitative solution (behaviour equations), and explaining how the solution could change when the economic environment changes (comparative statics).

Reasonably predict the result and determinants of the interaction of numerous economic agents in competitive markets in the short-term, and to describe the resulting equilibria and disequilibria with adequate verbal, graphical and mathematical tools

Carry out normative analysis and economic policy recommendations

Learn autonomously and produce written reports according to the established guidelines.

2.3. Importance of learning goals

1. Allow the student to design and resolve economic problems according to the appropriate economic methods.
2. Provide the necessary analytical tools to understand economic reality accurately and rigorously.

3. Assessment (1st and 2nd call)

3.1. Assessment tasks (description of tasks, marking system and assessment criteria)

The evaluation will consist of verifying that the student:

- Knows and understands the concepts contained in the subject.
- Apply the techniques of Economic Analysis correctly.
- Select the relevant information and interpret it appropriately.
- Expresses your reasoning in a clear and orderly manner.

The student will prove the achievement of the expected learning outcomes by means of the following assessment tasks:

1.- A continuous evaluation assessment that will consist of two written exams. The first one will make up 50% of the final score and will cover the material in units 1, 2, 3 and 4 only, while the second (50%) will examine units 5,6 and 7.

Each exam will be marked from 0 to 10 and, in order to pass the course, the student must achieve an average equal to or greater than 5 points and also get a minimum score of 3.5 points in each exam.

The students who decide not to take these exams or do not achieve the minimum required score in them can always pass the course by sitting at the final global exam.

These tests will be carried out during class hours or, if stipulated by the corresponding center, on the days / hours that are enabled for the continuous assessment tests.

The dates and times will be announced in class and in the Moodle e-learning platform of the course well in advance for each group.

The final global exam in each official sitting and the two exams involved in the continuous assessment evaluation will consist of written exams containing questions of both theoretical and mixed theoretical and practical types and one or more practical (numerical) problems. Each part will make up between 40% and 60% of the final score. The structure of these exams must be the same for all groups.

To Access to the continuous evaluation, the students should do all the multiple-choice test that will be uploaded in Moodle when finishing each unit. Besides, they should have a mark equal or higher than five in average. The students will have one week to solve each of them and one trial.

Final score: if the student passes the continuous assessment evaluation, she also has the opportunity to improve her score by sitting the final global exam at the scheduled date and time, the highest score of the two assessment tasks prevailing.

These tests are expected to be carried out in person but if the health circumstances require it, they will be carried out semi-on-site or online. In the case of online assessment, it is important to note that, in any test, the student may be recorded, and he or she may exercise his or her rights by the procedure indicated in:

https://protecciondatos.unizar.es/sites/protecciondatos.unizar.es/files/users/lopd/gdocencia_reducida.pdf

The necessary software will be used to check the originality of the activities carried out. The detection of plagiarism or copying in an activity will imply the rating of 0 points in it.

4. Methodology, learning tasks, syllabus and resources

4.1. Methodological overview

The methodology followed in this course is oriented towards the achievement of the learning objectives. A wide range of teaching and learning tasks are implemented, such as lectures, practice sessions, tutorials and seminars.

4.2. Learning tasks

This 6 ECTS (150 hours) course is organized as follows:

Activities type 1 (Lectures): 30 horas, which consist on class attendance and participative problem-solving. Students must supplement the explanations with the recommended reading.

Activities type 2 (Practice sessions): 30 horas, Students will solve practical exercises and case studies, always under the supervision of the professor. This will be done in smaller groups to facilitate the participation of each student.

Rest of activities: 90 hours

Total: 150 horas (asignaturas 6 créditos)

In principle, the teaching delivery methodology is planned to pivot around face-to-face classes. However, if necessary for health reasons, face-to-face classes may be taught semi-face-to-face or online.

4.3. Syllabus

This course will address the following topics:

Section I: Introduction

- **Topic 1. Concept and scope of the Economy**
 1. Economics as a social science
 2. Method in economic science
 3. Topics in Microeconomics
 4. Organization of economic activity
- **Topic 2. Demand, supply and market mechanics**
 1. Market demand
 2. Market supply
 3. Equilibrium in the competitive market
 4. Elasticities of demand and supply

Section II: Theory of Consumption

- **Topic 3. Preferences, utility and budget constraint**
 1. The budget set and preferences
 2. The utility function
 3. The marginal rate of substitution
 4. The budget constraint
- **Topic 4. Consumer choice**
 1. Consumer equilibrium
 2. Individual demand function
 3. Demand curves and the Engel curve
 4. Price elasticities and income elasticities
 5. Classification of goods and demand
- **Topic 5. The function of the individual and market demands**
 1. Substitution effect and income effect
 2. Consumer surplus
 3. From the individual function to the market function

Section III: Theory of Production

- **Topic 6. Production**
 1. The production set and the production function
 2. The marginal rate of technical substitution
 3. Returns to scale
 4. Marginal, average and total productivity
- **Topic 7. Minimizing costs and maximizing benefit**
 1. Cost minimization
 2. Conditioned demand of inputs
 3. Cost functions
 4. Long-run and short-run costs
 5. Marginal income, marginal costs and profit maximization

4.4. Course planning and calendar

This course is offered during the second semester, which runs between February and June.

Dates of the midterm exams will be announced in each group.

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Moodle website (<https://moddle2.unizar.es>); Academic calendar website (<https://academico.unizar.es/calendario-academico/calendario>); or the website of your corresponding faculty (Zaragoza: <https://econz.unizar.es/>, Huesca: <http://fegp.unizar.es/>, Teruel: <http://fcsb.unizar.es/>).