

**Microeconomics I**

Code: 102337  
ECTS Credits: 6

Degree	Type	Year	Semester
2501572 Business Administration and Management	OB	2	1
2501573 Economics	OB	2	1

**Contact**

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**Use of languages**

Principal working language: catalan (cat)  
Some groups entirely in English: Yes  
Some groups entirely in Catalan: Yes  
Some groups entirely in Spanish: Yes

**Teachers**

Ferran Sancho Pifarré

**External teachers**

André Gröger

**Prerequisites**

It is recommended that the following courses have been passed:

Introduction to Economics

Mathematics I and II

**Objectives and Contextualisation**

The aim of this course is to understand the basic tools of microeconomic analysis and to become able to apply them.

The topics that will be covered include:

Consumer Theory (preferences and utility), Consumption and Demand, Production Theory.

**Skills**

**Business Administration and Management**

- Apply mathematical instruments to synthesise complex economic-business situations.
- Capacity for adapting to changing environments.

- Capacity for independent learning in the future, gaining more profound knowledge of previous areas or learning new topics.
- Capacity for oral and written communication in Catalan, Spanish and English, which enables synthesis and oral and written presentation of the work carried out.
- Identify the forces that govern demand and supply.
- Identify the processes that govern the functioning of markets in different competition regimes in different scenarios of interrelation and in different timeframes.
- Organise the work in terms of good time management, organisation and planning.
- Select and generate the information necessary for each problem, analyse it and take decisions based on that information.
- Show motivation for carrying out quality work and sensitivity to the consequences for the environment and society.
- Work well in a team, being able to argue proposals and validate or reject the arguments of others in a reasoned manner.

### **Economics**

- Apply mathematical instruments to synthesise complex economic-business situations.
- Capacity for adapting to changing environments.
- Capacity for independent learning in the future, gaining more profound knowledge of previous areas or learning new topics.
- Identify the forces that govern demand and supply.
- Identify the processes that govern the operation of markets in different competition systems, different scenarios of interrelationship and different timescales.
- Organise the work in terms of good time management, organisation and planning.
- Select and generate the information necessary for each problem, analyse it and take decisions based on that information.
- Show motivation for carrying out quality work and sensitivity to the consequences for the environment and society.
- Work well in a team, being able to argue proposals and validate or reject the arguments of others in a reasoned manner.

## **Learning outcomes**

1. A capacity of oral and written communication in Catalan, Spanish and English, which allows them to summarise and present the work conducted both orally and in writing.
2. Analyze the determinants of demand.
3. Analyze the determinants of supply.
4. Associate the technological structure of the company cost structure and describe the processes of translation.
5. Capacity to adapt to changing environments.
6. Capacity to continue future learning independently, acquiring further knowledge and exploring new areas of knowledge.
7. Demonstrate motivation regarding the quality of the work performed and sensitivity regarding the consequences on the environment and society.
8. Organise work, in terms of good time management and organisation and planning.
9. Relate the inter-temporal aspects to the processes of decision-making of economic agents.
10. Select and generate the information needed for each problem, analyse it and make decisions based on this information.
11. Solve balances and interpret its meaning.
12. Work as part of a team and be able to argue own proposals and validate or refuse the arguments of others in a reasonable manner.

## **Content**

(The corresponding chapters in Varian's book are indicated in parenthesis)

Topic I: Introduction (C.1)

Topic II: Consumer Theory (C. 2, 3 y 4)

II.1 Preferences and Indifference Curves

II.2 Utility Functions

II. 3 Budget sets

Topic III: Demand (C. 5, 6 y 8)

III.1 Consumer Optimal Choice

III.2 Income Variations: Normal and Inferior Goods

III.3 Price Variations: Ordinary, Giffen, Substitute and Complementary Goods

III.4 Income and Substitution Effects

Topic IV: Applications of Consumer Theory (C. 9, 10 y 7)

IV.1 Labour Supply

IV.2 Intertemporal Choice

IV.3 Revealed Preference

Topic V: Production Theory (C. 19, 20 y 21)

V.1 Technology and Production Factors

V.2 Profit Maximization

V.3 Cost Minimization

## Methodology

The methodology includes study, preparation and discussion of exercises, text reading, group exercises, lectures and tutorials.

## Activities

Title	Hours	ECTS	Learning outcomes
<b>Type: Directed</b>			
Exercises and group discussion	15	0.6	5, 1, 6, 7, 8, 10, 12
Lectures	30	1.2	
<b>Type: Supervised</b>			
Tutorials	15	0.6	5, 6, 7
<b>Type: Autonomous</b>			
Study, preparation and discussion of exercises	67.5	2.7	5, 1, 6, 7, 8, 10, 12
Text reading	15	0.6	5, 1, 6, 7, 8, 10, 12

## Evaluation

The evaluation consists of activities during the course (in the form of partial evaluation), with a weight of 40% and a final exam with a weight of 60%.

For students obtaining a total final grade greater or equal than 4 and below 5, there will be a re-take exam. The grade of the re-take exam will be qualitative: either pass or no-pass. If the student gets a pass, the final grade will be 5. Otherwise, the student will fail the course and the final grade will be the one existing before the re-take.

A student that does not participate in any evaluation activity will be considered as non-gradable.

Aside of any other disciplinary measures that are considered to be adequate, and in line with the current academic rules, any student involved in an irregular activity that may lead to a variation in the grade in a evaluation activity will immediately receive a 0 grade for that activity. Hence, copying or allowing copying a practicum or any other evaluated activity will imply grade zero in that activity. If it s the case that the activity must be passed in order to pass the course, the whole course will be failed. Any activity graded according to this disciplinary procedure cannot be re-taken, and hence the course will be directly failed without any further chance to pass in the same academic year.

On top of any other disciplinary measures that are considered to be adequate, and in line with the current academic rules, the professor may reduce the average grade obtained in the "partial evaluation activities" by up to 2 points out of 10 to any student who repeatedly does not follow the rules of behavior in class. The professor will announce these rules at the beginning of the course.

## Evaluation activities

Title	Weighting	Hours	ECTS	Learning outcomes
Final Exam	60 %	3	0.12	2, 3, 4, 5, 1, 6, 7, 8, 9, 11, 10, 12
Practices and partial evaluations	40 %	4.5	0.18	5, 1, 6, 7, 8, 10, 12

## Bibliography

Varian, H. (2014). Intermediate microeconomics: a modern approach, 9th edition, W.W. Norton and Company Inc. (Or earlier edition)

Complementary:

Morgan, C. W., Katz, M. L., Rosen, S. (2009), Microeconomics, McGraw-Hill Higher Education.