Fundamentals of Economics and Business I  2015 - 2016

<table>
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<tr>
<th>Degree</th>
<th>Type</th>
<th>Year</th>
<th>Semester</th>
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<tbody>
<tr>
<td>4310025 Economics and Business Administration</td>
<td>OB</td>
<td>0</td>
<td>1</td>
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</tbody>
</table>

Use of languages

Principal working language: english (eng)

Contact

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Email: Xavier.Vila@uab.cat

Teachers

Xavier Vilà Carnicero
Maria Teresa Bolivar Ramos
Francesc Trillas Jané

Prerequisites

None

Objectives and Contextualisation

Microeconomics: Microeconomics consists of the analysis of the behavior of economic agents and the implications of their interactions. The course explores the basic topics of consumers and firms behavior and optimization, market equilibrium, and choice under uncertainty.

Public Economics: Learn the main principles and applications of welfare economics and political economy, including modern incentive theory in the public sector and related issues in behavioral economics.

Strategic Management: The aim of the course is to introduce the student to the main concepts and thought processes in strategic management. Strategy will be studied as a general management task, developing strategic awareness and strategy skills within the strategic analysis, formulation and implementation stages of the strategic decision-making process. Strategy is about clear thinking rather than the blind use of concepts and techniques.

Skills

- Apply microeconomic analysis to evaluate the results generated by a market economy.
- Argue the case for and write a precise, clear and concise report of the problems presented in the English language.
- Carry out empirical studies.
- Contextualise economic problems through the use of formal models that enable quantitative analysis.
- Demonstrate an understanding of the concepts of equilibrium and efficiency, and understand their function in economic analysis.
- Demonstrate an understanding of basic consumer and producer theories
- Demonstrate an understanding of market operation in terms of both goods and assets.
- Demonstrate knowledge of the implications of markets being complete or incomplete.
- Distinguish between the elements of industrial strategy.
- Make an assessment of diversification and its comparative advantages.
• Make an assessment of innovation and its comparative advantages.
• Understand academic research in the areas indicated.
• Understand the basics of competitive markets and the Theorems of Social Welfare.
• Use different statistical programs to process data.

Learning outcomes

1. Apply microeconomic analysis to evaluate the results generated by a market economy.
2. Argue the case for and write a precise, clear and concise report of the problems presented in the English language.
3. Carry out empirical studies.
4. Contextualise economic problems through the use of formal models that enable quantitative analysis.
5. Demonstrate an understanding of the concepts of equilibrium and efficiency, and understand their function in economic analysis.
6. Demonstrate an understanding of basic consumer and producer theories.
7. Demonstrate an understanding of market operation in terms of both goods and assets.
8. Demonstrate knowledge of the implications of markets being complete or incomplete.
9. Distinguish between the elements of industrial strategy.
12. Understand academic research in the areas indicated.
14. Use different statistical programs to process data.

Content

Microeconomics

Introduction

1. Consumer Theory
   1.1. Preferences and utility.
   1.2. Budget constraint.
   1.3. Utility maximization.
   1.4. Properties of marshallian demand functions. Income and substitution effects.

2. Theory of the Firm
   2.1. Technology and production function.
   2.2. Productivity and returns to scale.
   2.3. Cost minimization: cost and conditional input demand functions.
   2.4. Short and long run families of cost functions.
   2.5. Profit maximization and output supply.

3. Partial Equilibrium
   3.2. Market equilibrium.
   3.3. Consumer and producer surplus.
3.4. Market efficiency.

4. Decision Making under Uncertainty.

4.1. Lotteries.

4.2. Expected utility theory: the von Neumann-Morgenstern utility function.

4.3. Risk aversion.

Public Policies


Strategic Management


Methodology

The activities that will allow the students to learn the basic concepts included in this course are:

1. Theory lectures where the instructor will explain the main concepts.

The goal of this activity is to introduce the basic notions and guide the student learning

2. Problem Sets

In some subjects, a problem set which students will have to solve individually or in teams will be included in every unit. The goal of this activity is twofold. On one hand students will work with the theoretical concepts explained in the classroom, and on the other hand through this practice they will develop the necessary skills for problem solving.

3. Practice lectures

The aim of this activity is to comment on and solve any possible doubt that students may have had solving the problem assignment. This way they will be able to understand and correct any errors they may have had during this process.

4. Essay writing
In some subjects students will produce written essays on the topics proposed.

5. Tutoring hours

Students will have some tutor hours in which the subject instructors will help them solve any doubts they may have.

### Activities

<table>
<thead>
<tr>
<th>Title</th>
<th>Hours</th>
<th>ECTS</th>
<th>Learning outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Type: Directed</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lectures with ITC support</td>
<td>75</td>
<td>3</td>
<td>1, 4, 5, 6, 7, 8, 9, 10, 11, 13</td>
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<tr>
<td>Resolution of exercises</td>
<td>37.5</td>
<td>1.5</td>
<td>1, 5, 7, 8, 9, 10, 11, 13</td>
</tr>
<tr>
<td><strong>Type: Supervised</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tutoring and monitoring work in progress</td>
<td>93.8</td>
<td>3.75</td>
<td>1, 2, 3, 5, 7, 8, 9, 10, 11, 13, 14</td>
</tr>
<tr>
<td><strong>Type: Autonomous</strong></td>
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<td></td>
<td></td>
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<tr>
<td>Study, Reading, Exercise solving, Essays writing</td>
<td>129.7</td>
<td>5.19</td>
<td>1, 5, 6, 7, 8, 9, 10, 11, 12, 13</td>
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### Evaluation

1. The module consists of a number of different subjects or parts taught by different professors. The **final mark** for the module will consist of the average of the marks of each subject within the module.

   - The module is considered **successfully passed** if:
     - the mark for each subject within the module is higher than or equal to 3.0 (in a 0 to 10 scale), and
     - the **final mark** for that module is higher than or equal to 5.0 (in a 0 to 10 scale).
   - If the module is not successfully passed the MEBA coordinators will ask the student to re-take the exams for those subjects that, according to the coordinators and the professors opinions, may help the student to successfully pass the module. If the student passes the re-take exam he or she will obtain a mark of 5 for that subject, otherwise the previous grade will remain valid. The calendar for the re-retain exams will be announced along with the grades report.

   1. The mark -between 0 and 10- for each subject will be computed by each professor based on his or her own criteria and on the student's performance. As a general rule, 35% of the mark will correspond to the assessment of the continuous work of the student during the course, and 65% will consist of a comprehensive final examination. The duration and nature of the final examination is decided by each professor.

   1. Final exams are compulsory. Re-take exams are only thought for those students having previously written a first exam and failed.

### Evaluation activities

<table>
<thead>
<tr>
<th>Title</th>
<th>Weighting</th>
<th>Hours</th>
<th>ECTS</th>
<th>Learning outcomes</th>
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<tr>
<td>Exercises and Essays</td>
<td>35%</td>
<td>9</td>
<td>0.36</td>
<td>2, 3, 4, 12, 14</td>
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Bibliography

Microeconomics


Public Policies

General


Specific

Specific references will be distributed for every chapter.

Strategic Management

