



Information about the subject

Degree: Bachelor of Science Degree in Business Administration and Management

Faculty: Faculty of Legal, Economic and Social Sciences

Code: 301106 **Name:** Microeconomics

Credits: 6,00 **ECTS Year:** 1 **Semester:** 1

Module: Applied Economics

Subject Matter: Economía **Type:** Basic Formation

Department: Economics, Business Management, and Marketing

Type of learning: Classroom-based learning / Online

Languages in which it is taught: English, Spanish

Lecturer/-s:

301A	<u>Maria Cristina Muñoz Garcia</u> (Responsible Lecturer)	cristina.munoz@ucv.es
301B	<u>Maria Cristina Muñoz Garcia</u> (Responsible Lecturer)	cristina.munoz@ucv.es
301C	<u>Maria Cristina Muñoz Garcia</u> (Responsible Lecturer)	cristina.munoz@ucv.es
30GI1	<u>Juan Sapena Bolufer</u> (English Responsible Lecturer)	juan.sapena@ucv.es



Module organization

Applied Economics

Subject Matter	ECTS	Subject	ECTS	Year/semester
Economía	18,00	Macroeconomics	6,00	1/2
		Microeconomics	6,00	1/1
		World Economy	6,00	2/2
Entorno Económico	6,00	Spanish Economy	6,00	3/1

Recommended knowledge

A high school level of Mathematics is required



Learning outcomes

At the end of the course, the student must be able to prove that he/she has acquired the following learning outcomes:

- R1 Dominar los instrumentos de análisis económico.
- R2 Manejar adecuadamente el análisis gráfico como apoyo al análisis económico.
- R3 Conocer los agentes económicos que participan en el mercado.
- R4 Comprender el funcionamiento tanto de la demanda como de la oferta.
- R5 Analizar el comportamiento de los consumidores dentro de la economía de mercado.
- R6 Analizar el comportamiento de las empresas dentro de un mercado.
- R7 Dominar los conceptos de monopolio, oligopolio y competencia monopolística. Diferenciando cada uno de ellos.
- R8 Identificar el mercado en el que se encuentra una empresa, y ser capaz de aplicarle los supuestos necesarios para conocer su comportamiento.
- R9 Discutir la necesidad de un supuesto, así como dominar las modificaciones que su eliminación provocaría en el comportamiento tanto del consumidor como de la empresa.

Competencies

Depending on the learning outcomes, the competencies to which the subject contributes are (please score from 1 to 4, being 4 the highest score):

Weighting				
1	2	3	4	



Assessment system for the acquisition of competencies and grading system

Assessed learning outcomes	Granted percentage	Assessment method
R1, R2, R3, R4, R5, R6, R7, R8, R9	20,00%	Objective Tests
R1, R2, R3, R4, R5, R6, R7, R8, R9	20,00%	Completion of Theoretical-Practical Activities
R1, R2, R3, R4, R5, R6, R7, R8, R9	10,00%	Class Attendance and Participation
R1, R2, R3, R4, R5, R6, R7, R8, R9	50,00%	Final Exam
R1, R2, R3, R4, R5, R6, R7, R8, R9	5,00%	Participation in Synchronous Communication Activities
R1, R2, R3, R4, R5, R6, R7, R8, R9	25,00%	Deliverable Activities
R1, R2, R3, R4, R5, R6, R7, R8, R9	15,00%	Periodic Evaluations Through Online Questionnaires
R1, R2, R3, R4, R5, R6, R7, R8, R9	5,00%	Participation in Discussion Forums
R1, R2, R3, R4, R5, R6, R7, R8, R9	50,00%	Final evaluation with essay questions and practical scenarios (In-person activity)

Observations

The assessment uses a final written test, which contains both objective tests and short answers or questions to be developed. Additionally, the activities carried out and their presentation and oral discussion (where applicable) are assessed. Attendance and participation in technical reflections and discussions are also subject to assessment, as well as participation in group dynamics carried out throughout the semester.

With regard to the assessment system for the second call, the student who has not completed or passed the assessment tests and the work required for the first call must take a more complete final exam, in which case the grade obtained will represent 100% of their final grade.

In any case, they must obtain at least a 4 in the final face-to-face exam of the subject, to add the 50% corresponding to the continuous assessment.

Two objective tests and two theoretical-practical activities will be carried out throughout the course,



in person.

In accordance with the development guidelines of the General Regulations for the Assessment and Grading of Official Studies and UCV-Owned Degrees, for in-person degree programs, attendance at least 80% of the sessions for each subject is required to be assessed. This means that if a student does not attend more than 20% of the sessions for each subject, they will not be assessed, either in the first or second sitting, unless the subject leader, with the approval of the degree leader, authorizes a single assessment in view of duly justified exceptional circumstances.

ADE In-Person students who request the single assessment and are accepted will be incorporated into the virtual teaching group, with the assessment adjusting to what is defined for this modality both in terms of the assessment instruments and the delivery deadlines. Regardless of whether the student is incorporated into the virtual teaching group, he or she will be able to attend face-to-face classes when possible.

CLASS ATTENDANCE IN FACE-TO-FACE DEGREES

In accordance with the development guidelines of the General Regulations for the Evaluation and Qualification of Official Teachings and Own Degrees of the UCV, in face-to-face degrees, class attendance with a minimum of 80% of the sessions of each subject will be required as a requirement to be evaluated. This means that, if a student does not attend the sessions of each subject, in a percentage greater than 20%, he/she will not be able to be evaluated, neither in the first nor in the second call, unless the person responsible for the subject, with the approval of the person responsible for degree, in view of duly justified exceptional circumstances, exempt from the minimum attendance percentage. The same criterion will be applicable for hybrid or virtual degrees in which teachers must maintain the same percentage in the requirement of "presence" in the different training activities, if any, even if these are carried out in virtual environments.

MENTION OF DISTINCTION:

The mention of "Honors" may be awarded to students who have obtained a grade equal to or greater than 9.0. Their number may not exceed five percent of the students enrolled in a group in the corresponding academic year, unless the number of students enrolled is lower.

Learning activities

The following methodologies will be used so that the students can achieve the learning outcomes of the subject:

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| M1 | Lecture of contents by the teacher, analysis of competencies, explanation, and demonstration of abilities, skills, and knowledge in the classroom. |
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- M3 Supervised group work sessions led by the teacher. Study of economic-business cases, both real and fictitious. Meaningful construction of knowledge through student interaction and activity. Critical analysis of values and social commitment.
- M4 Supervised monographic sessions with shared participation.
- M5 Application of interdisciplinary knowledge.
- M6 Personalized and small-group attention. Instruction and/or guidance period conducted by a tutor with the aim of reviewing and discussing materials and topics presented in classes, seminars, readings, completion of assignments, etc.
- M7 Set of oral and/or written tests used in the initial, formative, or summative assessment of the student.
- M8 Group preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., to present or submit in theoretical classes, practical classes, and/or small-group tutorials.
- M9 Student study: individual preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., to present or submit in theoretical classes, practical classes, and/or small-group tutorials.
- M10 Presentation of content by the teacher, analysis of competencies, explanation, and demonstration of skills, abilities, and knowledge in the virtual classroom.
- M11 Group work sessions via moderated chat led by the teacher. Study of economic-business cases, both real and fictitious, to construct knowledge through student interaction and activity. Critical analysis of values and social commitment.
- M12 Monographic sessions throughout the course, focused on current aspects and applications of the subject.
- M13 Set of tests, written or oral, used in the initial, formative, or summative assessment of the student.
- M14 Student study: individual preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., for discussion or submission in electronic format.
- M15 Individual attention for monitoring and guidance of the learning process, conducted by a tutor with the objective of reviewing and discussing materials, topics, seminars, readings, completion of assignments, etc.



- M16 Group preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., for dissemination or submission.
- M17 Participation and contributions to discussion forums related to the subject, moderated by the course instructor.
- M18 Problem-solving, comments, reports, to be submitted at deadlines throughout the course.



IN-CLASS LEARNING

IN-CLASS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
On-campus Class M1, M5	R1, R2, R3, R4, R5, R6, R7, R8, R9	22,50	0,90
Practical Class M3, M5, M7	R1, R2, R3, R4, R5, R6, R7, R8, R9	15,00	0,60
Seminar M4	R1, R2, R3, R4, R5, R6, R7, R8, R9	4,50	0,18
Group Project Presentation M8	R1, R2, R3, R4, R5, R6, R7, R8, R9	6,00	0,24
Tutoring M6	R1, R2, R3, R4, R5, R6, R7, R8, R9	6,00	0,24
Evaluation M7	R1, R2, R3, R4, R5, R6, R7, R8, R9	6,00	0,24
TOTAL		60,00	2,40

LEARNING ACTIVITIES OF AUTONOMOUS WORK

	LEARNING OUTCOMES	HOURS	ECTS
Group Work M5, M8	R1, R2, R3, R4, R5, R6, R7, R8, R9	30,00	1,20
Individual Work M9	R1, R2, R3, R4, R5, R6, R7, R8, R9	60,00	2,40
TOTAL		90,00	3,60



ON-LINE LEARNING

SYNCHRONOUS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Synchronous Virtual Session M10	R1, R2, R3, R4, R5, R6, R7, R8, R9	4,00	0,16
Synchronous Virtual Practical Session M18	R1, R2, R3, R4, R5, R6, R7, R8, R9	4,00	0,16
Synchronous Virtual Seminar and Videoconference M11, M12	R1, R2, R3, R4, R5, R6, R7, R8, R9	4,00	0,16
In-person Assessment M13	R1, R2, R3, R4, R5, R6, R7, R8, R9	3,00	0,12
TOTAL		15,00	0,60

ASYNCHRONOUS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Individual Tutoring M15	R1, R2, R3, R4, R5, R6, R7, R8, R9	5,00	0,20
Discussion Forums M17	R1, R2, R3, R4, R5, R6, R7, R8, R9	10,00	0,40
Continuous Assessment Activities M18	R1, R2, R3, R4, R5, R6, R7, R8, R9	50,00	2,00
Group Work M16	R1, R2, R3, R4, R5, R6, R7, R8, R9	10,00	0,40
Individual Work M13, M14	R1, R2, R3, R4, R5, R6, R7, R8, R9	60,00	2,40
TOTAL		135,00	5,40



Description of the contents

Description of the necessary contents to acquire the learning outcomes.

Theoretical contents:

Content block	Contents
BLOCK 1. PRINCIPLES OF ECONOMICS. SUPPLY, DEMAND AND MARKET	1.- The economy: fundamental concepts and problems. 2.- Demand and supply. Elasticity.
BLOCK 2. CONSUMER BEHAVIOR	3.- Consumer behavior and demand. Income effect, substitution effect and consumer surplus.
BLOCK 3. BUSINESS BEHAVIOR.	4.- The production function and the costs of the firm. The cost functions of the firm.
BLOCK 4. MARKET STRUCTURES.	5.- Perfect competition in the short term. The long term in perfect competition, taxes and subsidies. 6.- Monopoly. Price discrimination, multi-plant monopoly and regulation. Monopolistic competition. Collusive oligopoly and non-collusive oligopoly.



Temporary organization of learning:

Block of content	Number of sessions	Hours
BLOCK 1. PRINCIPLES OF ECONOMICS. SUPPLY, DEMAND AND MARKET	7,00	14,00
BLOCK 2. CONSUMER BEHAVIOR	8,00	16,00
BLOCK 3. BUSINESS BEHAVIOR.	7,00	14,00
BLOCK 4. MARKET STRUCTURES.	8,00	16,00

References

·Pindyck R., and D. Rubinfeld (2018). Microeconomics (9th edition). Pearson. ·Rittenberg, L., and T. Tregarthen. Principles of Microeconomics (PDF - 15.1MB). 2009.(Courtesy of Libby Rittenberg, Timothy Tregarthen, and the Saylor Foundation.).