

SUBJECT TEACHING GUIDE

G344 - Microeconomy

Double Degree in Business Administration and Management and Labour Relations
 Double Degree in Law and Administration and Business Management
 Degree in Business Administration and Management
 First Degree in Business Administration and Management

Academic year 2024-2025

1. IDENTIFYING DATA					
Degree	Double Degree in Business Administration and Management and Labour Relations Double Degree in Law and Administration and Business Management Degree in Business Administration and Management First Degree in Business Administration and Management			Type and Year	Core. Year 2 Core. Year 2
Faculty	Faculty of Economics and Business Studies				
Discipline	Topic: Economics Basic Training Module				
Course unit title and code	G344 - Microeconomy				
Number of ECTS credits allocated	6	Term	Semester based (2)		
Web	http://moodle.unican.es/moodle27/course/view.php?id=374				
Language of instruction	Spanish	English Friendly	No	Mode of delivery	Face-to-face

Department	DPTO. ECONOMIA
Name of lecturer	INGRID MATEO MANTECON
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Office	Edificio de las Facultades de Derecho y Ciencias Económicas y Empresariales. Planta: + 1. DESPACHO CONTRATADO DOCTOR (E148)
Other lecturers	DAVID PAZ SAAVEDRA

3.1 LEARNING OUTCOMES

- To formalize the analysis of an individual decision in different information conditions , competition, uncertainty, etc ... and draw conclusions on its determinants and consequences.
- To formulate and solve decision problems of economic agents systematically in competitive market conditions and in situations of market power.
- To understand the concepts of efficiency, equity, profit, market, competition, monopoly

4. OBJECTIVES

This subject introduces students to the main market concepts. To do this, we analyze the consumer decisions, also the producer decisions. Finally we analyze perfect competition and imperfect competition (monopoly).

6. SUBJECT PROGRAM

CONTENTS

1	INTRODUCTION TO THE ECONOMY: Shortage and Economy. The circular flow of income. The supply and demand model
2	THE CONSUMER BEHAVIOR- FROM THE INDIVIDUAL DEMAND TO THE MARKET DEMAND.
3	THE PRODUCTION AND THE COST OF THE COMPANIES
4	THE PERFECT COMPETITION MARKET
5	THE IMPERFECT COMPETITION MARKET. MONOPOLY MARKET

7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
A partial exam will be set. That exam will be worth 40% of the final mark. In the ordinary call, a final exam, worth 60% of the final mark will be done In the extraordinary call, all the exams may be recovered by taking a single exam on the entire subject	Written exam	No	Yes	40,00
A partial exam will be set. That exam will be worth 40% of the final mark. In the ordinary call, a final exam, worth 60% of the final mark will be done In the extraordinary call, all the exams may be recovered by taking a single exam on the entire subject	Written exam	Yes	Yes	60,00
TOTAL				100,00
Observations				
NO ONE				
Observations for part-time students				
NO ONE				

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

Krugman, P y Wells, R (2013). Introducción a la Economía: Microeconomía. Editorial Reverte
Nicholson, W (2004). Microeconomía Intermedia y Aplicaciones. 9ª Edición. Editorial Thomson