MICROECONOMICS

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| Course code | *ECO101* |
| Compulsory in the programmes | *Economics and Data Analytics, Economics and Politics, Finance* |
| Level of studies | *Undergraduate* |
| Number of credits | *6 ECTS (48 contact hours + 2 consultation hours + 110 individual work hours)* |
| Course coordinator | *Dominyka Žiaukaitė* |
| Prerequisites | *Principals of Business, Economics and Management* |
| Language of instruction | *English* |

**AIM OF THE COURSE:**

This course provides an introduction to the analysis of economic behaviour. The ability to predict market outcomes is indispensable not only for a sound business strategy, but also for a meaningful public policy. The main focus of the course is on optimal decision making, understanding determinants of demand and supply, market equilibrium, strategic behaviour, and welfare analysis. Introduction to choice under uncertainty is also covered.

The course will teach an analytical approach to the functioning of market mechanisms, economic behaviour of market participants, market environment impact on competition, and business strategies. Students will acquire the skills and the ability to apply microeconomic analysis and optimization methods to a large variety of economics / business problems.

**MAPPING OF COURSE LEVEL LEARNING OUTCOMES (OBJECTIVES) WITH DEGREE LEVEL LEARNING OBJECTIVES (See Annex), ASSESMENT AND TEACHING METHODS**

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| Course level learning outcomes (objectives) | Degree level learning objectives BBM | Degree level learning objectives BSC | Assessment methods | Teaching methods |
| CLO1. Understand the main theories in microeconomics | BLO 1.1  BLO 1.2 | ELO 1.1  ELO 1.2 | Midterm exam, final exam | Lectures, seminars, individual work |
| CLO2. Analyse and model microeconomic phenomena | BLO 1.1 | ELO 1.1  ELO 1.2  ELO 2.1 | Midterm exam, final exam | Lectures, seminars, individual work |
| CLO3. Evaluate governmental policy as it relates to microeconomics | BLO 1.1  BLO 4.2 | ELO 1.1  ELO 1.2 | Midterm exam, final exam | Lectures, seminars, individual work |
| CLO4. Graphically model microeconomic situations | BLO 1.1  BLO 4.2 | ELO 1.1  ELO 4.2 | Midterm exam, final exam | Lectures, seminars, individual work |
| CLO5. Relate real economic experiences to theory | BLO 1.2  BLO 4.2 | ELO 1.2  ELO 4.2 | Midterm exam, final exam | Lectures, seminars, individual work |
| CLO6. Identify economic situations at the firm and personal level | BLO 1.2  BLO 4.2 | ELO 1.2  ELO 4.2 | Midterm exam, final exam | Lectures, seminars, individual work |

**ACADEMIC HONESTY AND INTEGRITY**

The ISM University of Management and Economics Code of Ethics, including cheating and plagiarism are fully applicable and will be strictly enforced in the course. Academic dishonesty, and cheating can and will lead to a report to the ISM Committee of Ethics. Regarding remote learning, ISM reminds students that they are expected to adhere and maintain the same academic honesty and integrity that they would in a classroom setting.

**COURSE OUTLINE**

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| **Topic** | **In-class hours** | **Readings** |
| Topic 1: Introduction. Basics of Supply and Demand | 4 | Ch 1, 2 |
| Topic 2: Consumer Theory I | 4 | Ch 3 |
| Topic 3: Consumer Theory II | 4 | Ch 4 |
| Topic 4: Uncertainty | 4 | Ch 5 |
| Topic 5: Producer Theory I | 4 | Ch 6, 7 |
| Topic 6: Producer Theory II | 4 | Ch 7, 8 |
| *Midterm exam* | 2 |  |
| Topic 7: Analysis of Competitive Markets | 4 | Ch 9 |
| Topic 8: Markets with Asymmetric Information. Externalities and Public Goods | 4 | Ch 17, 18 |
| Topic 9: Monopoly and Monopsony | 4 | Ch 10 |
| Topic 10: Monopolistic Competition and Oligopoly. Game Theory (I) | 4 | Ch 12, 13 |
| Topic 11: Monopolistic Competition and Oligopoly. Game Theory (II) | 4 | Ch 12, 13 |
| *Course review* | 2 |  |
|  | **Total: 48 hours** |  |
| CONSULTATIONS | 2 |  |
| FINAL EXAM | 2 |  |

**FINAL GRADE COMPOSITION**

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| --- | --- |
| **Type of assignment** | **%** |
| *Group Components 0%* |  |
| *Individual Components 100%* |  |
| Midterm exam | 55 |
| Final exam | 45 |
| **Total:** | **100** |

**DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT**

**Midterm exam.** The midterm exam will be based on **topics 1-6**. Students will be asked to solve problems, answer test and open-ended questions. The midterm exam will account for **55%** of the final grade.

**Final exam.** The final exam will be based on **topics 7-11**. Students will be asked to solve problems, answer test and open-ended questions. The midterm exam will account for **45%** of the final grade.

**RETAKE POLICY**

After receiving a failing final cumulative grade, a student can take the retake exam. The retake exam will be based on **all** course material **(topics 1-11)**. The retake exam will account for **100%** of the final grade.

**REQUIRED READINGS**

Pindyck R.S., & Rubinfeld D.L. (2015). *Microeconomics*. United States: Pearson Education.

(Relevant chapters are indicated in the course outline)

**ADDITIONAL READINGS**

Varian, H.R. (2010). *Intermediate microeconomics: A modern approach*. United States: Norton.

Information on additional literature, if any, will be given during the course.

**ANNEX**

**DEGREE LEVEL LEARNING OBJECTIVES**

**Learning objectives for the Bachelor of Business Management**

*Programmes:*

*International Business and Communication,*

*Business Management and Marketing,*

*Finance,*

*Industrial Technology Management,*

*Entrepreneurship and Innovation*

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| **Learning Goals** | **Learning Objectives** |
| Students will be critical thinkers | BLO1.1. Students will be able to understand core concepts and methods in the business disciplines |
| BLO1.2. Students will be able to conduct a contextual analysis to identify a problem associated with their discipline, to generate managerial options and propose viable solutions |
| Students will be socially responsible in their related discipline | BLO2.1. Students will be knowledgeable about ethics and social responsibility |
| Students will be technology agile | BLO3.1. Students will demonstrate proficiency in common business software packages |
| BLO3.2. Students will be able to make decisions using appropriate IT tools |
| Students will be effective communicators | BLO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations |
| BLO4.2. Students will be able to convey their ideas effectively through an oral presentation |
| BLO4.3. Students will be able to convey their ideas effectively in a written paper |

**Learning objectives for the Bachelor of Social Science**

*Programmes:*

*Economics and Data Analytics,*

*Economics and Politics*

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| --- | --- |
| **Learning Goals** | **Learning Objectives** |
| Students will be critical thinkers | ELO1.1. Students will be able to understand core concepts and methods in the key economics disciplines |
| ELO1.2. Students will be able to identify underlying assumptions and logical consistency of causal statements |
| Students will have skills to employ economic thought for the common good | ELO2.1.Students will have a keen sense of ethical criteria for practical problem-solving |
| Students will be technology agile | ELO3.1. Students will demonstrate proficiency in common business software packages |
| ELO3.2. Students will be able to make decisions using appropriate IT tools |
| Students will be effective communicators | ELO4.1.Students will be able to communicate reasonably in different settings according to target audience tasks and situations |
| ELO4.2.Students will be able to convey their ideas effectively through an oral presentation |
| ELO4.3. Students will be able to convey their ideas effectively in a written paper |