Microeconomía I / Microeconomics I

Grado en Economía y Negocios Internacionales

UNIVERSIDAD NEBRIJA

SYLLABUS

Course: Microeconomics I

Degree: Grado en Economía y Negocios Internacionales

Type: Core

Languages: This course will be taught in English

Modality: In-Person and Online

Credits: 6

Year: 1º

Semester: Spring Semester.

Professors and contact information: Carlos Ramírez, Ramiro Gil Serrate.

1. COMPETENCIES AND LEARNING OUTCOMES

1.1 Competencies

<u>Basic Competencies</u>

CB1.
CB2.
CB3.
CB4.
CB5.

<u>General Competencies</u>

CG4.
CG8.

<u>1.2 Specific Competencies</u>

CE3.
CE4.
CE16.

1.1. Learning outcomes

The student, upon completing this course, should:

• Know, associate, and apply the basic elements of economic analysis.

• Identify and evaluate consumer and firm behavior in different contexts.

• Understand the social foundations of economic behavior.

2. CONTENTS

2.1. Prerequisites

None.

2.2. Description

This course introduce first into the analysis of consumer theory: budget constraint, preferences, utility, consumer equilibrium, market demands, and intertemporal decisions in situations of uncertainty. Secondly, it explores the theory of the firm: production, costs, profit maximization, and perfect and imperfect competition. Additionally, it covers general equilibrium and the concept of welfare, as well as market failures.

2.3. Covered Topics

1. **Consumer Theory**
   - Introduction to basic economic principles.
   - Budget constraint.
   - Preferences.
   - Utility functions.
   - Optimization of the consumer problem.
   - Individual and market demands.

2. **Theory of the Firm**
   - Cost structure.
   - Production function.
   - Profit maximization.

2.4. Individual / Group Assignments

Activity 1 (DA1): By groups, students will undertake a project to identify the cost structures of nearby businesses on the Princesa campus.

Activity 2 (DA2): Students will conduct a street-level survey to gather information on individuals' preferences for specific goods or services.

2.5. Learning Activities

In-Person Learning	Hours	Attendance %
AF1 Lecture / Theoretical Foundations	45	100%
AF2 Case Studies	9	100%
AF3 Tutorial	9	100%
AF4 Individual / Group Assignments	18	0%
AF5 Online Assignments	6	50%
AF6 Extracurricular Materials	6	0%
AF7 Self Study	57	0%

Online Learning	Hours	Attendance %
AF8 Online Lecture	12	50%
AF9 Online Case Studies	12	0%
AF5 Online Assignments	48	0%
AF6 Extracurricular Materials	18	0%
AF7 Self Study	24	0%
AF10 Online Tutorial	12	100%
AF11 Individual / Group Assignments	24	50%

> **Methodologies:**
> **In-Person:** MD1, MD2, MD3, MD4
> **Online:** MD1, MD2, MD3, MD4

3. GRADING RUBRICS

3.1. Grades

Grades are calculated as follows:

0 - 4.9 Fail (SS)
5.0 - 6.9 Pass (AP)
7.0 - 8.9 Notable (NT)
9.0 - 10 Outstanding (SB)

The mention of "Matrícula de Honor" may be awarded to students who have obtained a grade equal to or greater than 9.0.

3.2. Evaluation criteria

Ordinary Session

Modality: In-Person

Evaluation Criteria	Percentage
S1 Attendance and Participation	10%
S2 Individual / Group Assignments	30%
S3 Midterm Exam (On-Site)	10%
S4 Final Exam (On-Site)	50%

Modality: Online

Evaluation Criteria	Percentage
S10 Participation (Forums and Supervised Activities)	10%
S2 Individual / Group Assignments	30%
S4 Final Exam (On-Site)	60%

Extraordinary Session

Modality: In-Person

Evaluation Criteria	Percentage
S2 Individual / Group Assignments	30%
S4 Final Exam (On-Site)	70%

Modality: Online

Evaluation Criteria	Percentage
S2 Individual / Group Assignments	30%
S4 Final Exam (On-Site)	70%

3.3. Restrictions

Minimum Grade
To be able to qualify for inclusion of the above evaluation criteria percentages in the calculation of the final grade, it is necessary to obtain at least a grade of 5.0 in the final test.

Attendance
Student who have missed more than 25% class meetings (unexcused) may be denied the right to take the final exam in the ordinary session.

Writing Standards
Special attention will be given to written assignments, as well as to exams, regarding both presentation and content in terms of grammatical and spelling aspects. Failure to meet the minimum acceptable standards may result in point deduction.

3.4. Plagiarism Warning

Nebrija University will not tolerate plagiarism under any circumstances. Reproducing content from sources other than a student's own work (the internet, books, articles, and peers' work, among others) without proper citation will be considered plagiarism.

If these practices are detected, they will be considered a serious offense, and the sanctions provided for in the Student Regulations may be applied.

4. BIBLIOGRAPHY

Required reading:

Goolsbee, A., Levitt, S. and Syverson, C. (2020). *Microeconomics* (3rd Ed.). Macmillan.

Pindyck, R. S. and Rubinfeld, D. (2017). *Microeconomics* (9th Ed.). Pearson-Prentice-Hall.

Recommended reading:

Frank, R. H. (2009). *Microeconomics and Behavior* (8th Ed.) McGraw-Hill/Irwin.

Stiglitz, J. E. and Walsh, C.E. (2006). *Principles of Microeconomics* (4th Ed.) W. W. Norton & Co.

Varian, H. R. (2014). *Intermediate Microeconomics* (9th Ed.). W. W. Norton & Co.