

## 1. OVERVIEW

Subject area	Microeconomics I
Degree	Bachelor's Degree in Business Administration and Management
School/Faculty	SOCIAL SCIENCE AND COMMUNICATION
Year	First
ECTS	6
Type	Compulsory
Language(s)	Spanish/English
Delivery mode	On campus/Online
Semester	Second
Year	2024/2025
Coordinating professor	Dr Cristóbal Matarán López

## 2. INTRODUCTION

Microeconomics 1 is a core subject area of the Bachelor's Degree in Business Administration and Management, worth 6 ECTS credits. This subject area, which takes place in the first year of the degree, aims for students to learn how to analyse the way in which consumers and companies make decisions, as well as to begin studying how markets work, which will be further studied in the subject area of Microeconomics 2 in the second year.

Through this subject area, students will get an overview of the functioning of the economy based firmly on the principles underpinning economic theory from a microeconomic approach, through a learning methodology that is fundamentally practical and participatory.

## 3. LEARNING OUTCOMES

### Knowledge (CON, by the acronym in Spanish)

CON1. Define the fundamental concepts of business, entrepreneur and the business environment, as well as the key functional areas of a company such as organisation in a market economy.

CON3. Identify basic concepts related to the theory of business economics and the tools that allow the analysis of the general and specific environment of organisations.

- Reflect on the main concepts of the consumer theory, what their purchasing decisions depend on and how the demand function is modelled from there.
- Reflect on the main concepts of the business theory, how production decisions are made, the demand of productive resources, cost structures and how the supply function is modelled.

### Abilities (HAB, by the acronym in Spanish)

HAB2. Solve problems and practical cases using mathematical and data analysis techniques and tools to solve economic issues. Use basic calculus, algebra and programming methods to gain a better understanding of the operational functioning of the company and its environment.

- Analyse how competitive and monopolistic markets work, how they determine their prices in these structures and the impact that they have on society.

**Skills (COMP, by the acronym in Spanish):**

COMP02. Analyse and evaluate the competitive environment of businesses with a focus on the market, and use this analysis to approach new challenges.

COMP03. Identify and understand a company's accounting, human resources, marketing, sales and production departments, applying the various tools available for their management.

## 4. CONTENTS

1. Consumer theory
2. Business theory
3. Competitive markets and monopolistic markets

## 5. TEACHING/LEARNING METHODS

The types of teaching-learning methods are as follows:

### ON CAMPUS MODE

- Case studies
- Collaborative learning (on campus)
- Problem-based learning (on campus)
- Lectures (on campus)

### ONLINE MODE

- Case studies (online)
- Collaborative learning (online)
- Problem-based learning (online)
- Lectures via online seminars (online)

## 6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

#### On campus mode:

Learning activity	Number of hours
Lectures	20
Independent working	25
Oral presentations	15
Case studies and problem solving	40
Excursions/trips	5
Group work	20
Knowledge test	5
Tutorials	20
<b>TOTAL</b>	<b>150</b>

#### Online mode:

Learning activity	Number of hours
Online seminars	5
Reading course material and consulting complementary resources	22.5
Individual applied activities: problems, case studies, projects	35
Collaborative applied activities	12.5
Tutorials	17.5
Self-assessment questionnaires and knowledge tests	7.5
Autonomous learning	50
<b>TOTAL</b>	<b>150</b>

## 7. ASSESSMENT

The assessment systems, plus their weighting in the final grade for the subject area, are as follows:

#### On campus mode:

Assessment system	Weighting
Knowledge tests	50
Case studies and problem solving	20
Written reports	15

Oral presentations	10
Participation in debates and forums	5

**Online mode:**

Assessment system	Weighting
Knowledge tests	50
Case studies and problem solving	20
Written reports	15
Oral presentations	10
Participation in debates and forums	5
Assessment system	

On the Virtual Campus, when you open the subject area, you'll find details of your assessment activities, including the submission dates and assessment procedures for each activity.

### 7.1. Ordinary exam period

To pass the subject area in the ordinary exam period, you must achieve a grade of at least 5.0 out of 10.0 as the final grade (weighted average) for the subject area.

In any case, you will need a grade of at least 5.0 in the final test for it to be included in the weighting with the other activities.

### 7.2. Extraordinary exam period (resits)

To pass the subject area in the extraordinary exam period (resits), you must obtain a grade of 5.0 or more out of 10.0 in the final grade (weighted average) for the subject area.

In any case, you will need a grade of at least 5.0 in the final test for it to be included in the weighting with the other activities.

Any activities not passed in the ordinary exam period must be submitted after receiving the relevant corrections and feedback from the teacher. Students must also submit any activities that were not submitted in the first place.

## 8. TIMELINE

This section details the timeline and submission dates for the assessment activities in this subject area.

Assessment activities	Date
Individual activity 1	Weeks 3–4
Individual activity 2	Weeks 6–7
Individual activity 3	Weeks 9–10
Group activity	Week 14

The timeline may be subject to change for logistical reasons related to the activities. Students will be informed of any changes in due time via the appropriate channels.

## 9. BIBLIOGRAPHY

The reference material for the subject area is as follows:

- Frank, R. H. (2009). Microeconomía intermedia. Análisis y comportamiento económico. Mcgraw-hill/interamericana de México.

The recommended bibliography is indicated below:

- Mankiw, N. G. (2012). Principios de economía. 6ª ed. Madrid: Paraninfo.
- Nicholson, W. (2006). Microeconomía intermedia y aplicaciones. 9ª ed. Madrid: Thomson.
- Pindyck R. S. & Rubinfeld, D. L. (2013). Microeconomía. 8ª ed. Madrid: Pearson Educación.
- Varian, H. R. (2011). Microeconomía Intermedia. 8ª ed. Barcelona: Antoni Bosch.

## 10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

The Educational Guidance and Diversity Unit (ODI, by the acronym in Spanish) offers support to our students throughout their university experience to help them achieve their academic goals. Our work also centres around the inclusion of students with special educational needs, accessibility for all on the different university campuses and equal opportunities.

This Unit offers students:

1. Support and follow-up by means of personal counselling and plans for students who need to improve their academic performance.
2. With regard to support for diversity, non-significant curricular adjustments are made, i.e. in terms of methodology and assessment, for those students with special educational needs, thus pursuing equal opportunities for all students.
3. We offer students a variety of extracurricular learning resources for developing different skills to enrich their personal and professional development.

4. Career guidance through the provision of tools and counselling to students with career doubts or who believe they have made a mistake in their choice of qualification.

Students who need educational support can contact us at:

[orientacioneducativa@universidadeuropea.es](mailto:orientacioneducativa@universidadeuropea.es)

## **11. SATISFACTION SURVEYS**

Your opinion matters!

Universidad Europea encourages you to complete our satisfaction surveys to identify strengths and areas for improvement for staff, degree courses and the learning process.

These surveys will be available in the survey area of your virtual campus or by email.

Your opinion is essential to improve the quality of the course.

Many thanks for taking part.