

1. BASIC INFORMATION

Course	Microeconomics II
Degree program	Bachelor's Degree in Business Administration
School	School of Social Sciences and Communication
Year	Second
ECTS	6 ECTS
Credit type	University Core Requirement
Language(s)	English
Delivery mode	Campus-based
Semester	First semester
Academic year	2023/2024
Coordinating professor	Dra. María Concepción Saavedra

2. PRESENTATION

Microeconomics II is a compulsory subject of the Degree in Business Administration and Management (ADE), with a value of 6 ECTS credits. The study of this subject in the second year of the Degree in Business Administration allows the student to deepen and expand their knowledge about the functioning of markets, acquired previously in the subject of the first year Microeconomics I.

The main objective of the subject is for the student to understand how markets work according to the different structures that they can present, as well as the various strategies that companies can adopt depending on the type of competition and the demand they face.

3. LEARNING OUTCOMES

Knowledge

KN03. Distinguish basic concepts related to the economic theory of companies and the tools that allow analyzing in general and specific environment of organizations.

- Understand how markets work and what are the key variables in them.
- Reflect on the pricing mechanisms that exist in the markets.

Skills

SK01. Analyze, in a critical and analytical way, the concepts and theories related to business management, interpreting economic, fiscal, financial, and legislative data in the field of organizations.

SK02. Solve problems and practical cases using mathematical techniques and tools and data analysis for the resolution of economic problems and the use of basic methods of calculation, algebra and

programming that allow a better understanding of the operational functioning of the company and its environment.

SK07. Analyze consumer behavior: evaluate and predict behaviors and trends in the different audiences in which consumers are classified in relation to a certain product or service, both geographically and culturally or in terms of population segments.

- Analyze the different strategies that companies have according to the type of competition and demand they face.

Competences

COMP02. Analyze and evaluate the competitive environment of the company, pay special attention to the market, and integrate this analysis when undertaking new challenges.

4. CONTENT

The contents of the subject, organized into five Learning Units, are the following:

Unit 1. Competitive Markets

Unit 2. Price fixing and discriminatory pricing policies (linear monopoly and monopoly with price discrimination)

Unit 3. Oligopoly (with homogeneous product) and strategic behaviors

Unit 4. Product differentiation and quality competence

Unit 5. Alliances and collusive movements

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

Campus-based modality:

- Lectures
- Cooperative learning.
- Problem-based learning.
- Project-based learning.

Online Modality:

- Master classes through online seminar
- Case method.
- Cooperative learning.
- Problem-based learning.
- Project-based learning.
- Field experiences
- Simulation environments

6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

Campus-based mode:

Learning activity	Number of hours
Master lessons	20 h
Self-employment	20 h
Oral presentations	15 h
Case analysis and problem solving	20 h
Visits / external stays	5 h
Group participatory activities	20 h
Knowledge tests	10 h
Guardianship	20 h
Carrying out works/projects	20 h
TOTAL	150 h

Online mode:

Learning activity	Number of hours
Webinar	5 h
Reading topics and consulting complementary resources	22,5 h
Individual implementation activities: problems, cases, projects	35 h
Collaborative implementation activities	12,5 h
Tutorials	17,5 h
Self-assessment questionnaires and knowledge tests	7,5 h
Autonomous study	50 h
TOTAL	150h

7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Campus-based mode:

Assessment system	Weight
Knowledge test(s)	40%
Case analysis, problem solving and project development	10%
Written reports	20%
Oral presentations	5%
Participation in debates and forums	5%
Works/projects	20%

Online mode:

Assessment system	Weight
Knowledge test(s)	40%
Case analysis, problem solving and project development	10%
Written reports	20%
Oral presentations	5%
Participation in debates and forums	5%
Works/projects	20%

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you have to complete, as well as the delivery deadline and assessment procedure for each one.

7.1. First exam period

To pass the course in the first exam period, you must obtain a final course grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of 5 in the final exam for it to count towards the final grade along with all the grades corresponding to the other activities.

7.2. Second exam period

To pass the course in the second exam period, you must obtain a final grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of 5 in the final exam for it to count towards the final grade along with all the grades corresponding to the other activities.

The student must deliver the activities not successfully completed in the first exam period after having received the corresponding corrections from the professor, or those that were not delivered in the first place.

8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

Assessable activities	Deadline
Written reports/problem solving and analysis of cases of perfect competition, monopoly and oligopoly	Weeks 1-15
Works/projects and oral presentations/participation in debates and forums	Weeks 16-17
Knowledge test(s)	Week 18

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

9. BIBLIOGRAFÍA

The recommended Bibliography is:

- Frank, R. H. (2009). *Intermediate microeconomics. Analysis and economic behavior*. Mcgraw-hill/Interamericana de México.
- Nicholson, W. (2006). *Intermediate microeconomics and applications*. 9th ed. Madrid: Thomson.
- Pindyck R. S. & Rubinfeld, D. L. (2013). *Microeconomics*. 8th ed. Madrid: Pearson Education.

10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

From the Educational Guidance and Diversity Unit we offer support to our students throughout their university life to help them reach their academic achievements. Other main actions are the students inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.

From this unit we offer to our students:

1. Accompaniment and follow-up by means of counselling and personalized plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made in terms of methodology and assessment for those students with specific educational needs, pursuing an equal opportunities for all students.

3. We offer students different extracurricular resources to develop different competences that will encourage their personal and professional development.
4. Vocational guidance through the provision of tools and counselling to students with vocational doubts or who believe they have made a mistake in their choice of degree.

Students in need of educational support can write to us at:

orientacioneducativa@universidadeuropea.es

11. ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the “surveys” section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.