

1. BASIC INFORMATION

Course	FUNDAMENTALS OF MICROECONOMICS
Degree program	ECONOMICS DEGREE
School	Economic, Business and Communication Sciences
Year	1st - First
ECTS	6
Credit type	Compulsory
Language(s)	English
Delivery mode	Presential
Semester	2nd Second
Academic year	2025-2026
Coordinating professor	Dra. Pilar López Portillo

2. PRESENTATION

This course called “Fundamentals of Microeconomics” introduces students to the basic principles of economics. They will explore and identify how individuals and organizations make decisions about production, consumption and resource allocation in a context of scarcity. Through the analysis of supply and demand, consumer theory and competition in markets, students will gain an in-depth understanding of how prices are determined and how economic agents interact.

3. COMPETENCIES AND LEARNING OUTCOMES

KNOWLEDGE:

CON01. Identify economic systems and their functioning in both the private and public spheres.

- Describe supply, demand and price variation curves and how they are affected by the so-called "effects" (substitution, total, income, etc.) on normal and inferior goods.
- Recognise the short and long term operation of the most elementary types of standardised markets, determining the equilibrium price and the quantity produced in a partial equilibrium system.
- Differentiate the operation of different competitive and monopolistic markets and their impact on society.

SKILLS:

HAB01. HAB01. Critically analyze economic concepts and theories, interpreting constantly evolving economic, legislative, and financial data.

- Calculate the model of consumer behaviour using the balance line and the opportunity cost.
- Solve basic comparative statics exercises that are usually carried out with the demand function of a good, depending on the prices of all goods and consumers' income.
- Interpret basic concepts and terminology associated with company behaviour, production, costs, supply and demand, isolated market equilibrium, profit maximisation and marginal returns.

COMPETENCIES:

COMP01. Describe microeconomic models, industrial economics, the functioning of imperfectly competitive markets, corporations and economic regulation.

COMP08. Solve economic problems using calculus, graphical methods and mathematical analysis.

COMP20. Detect and analyse fiscal, budgetary and political wealth redistribution policies in national and international environments.

4. CONTENT

- 1) Initial concepts on economic activity, systems, market, resources and flows. Theoretical models and equilibria in microeconomics.
- 2) Introduction to demand theory, budget line, consumer preferences, comparative statics, consumer surplus and elasticities.
- 3) Initial analysis of the partial equilibrium market. Demand
- 4) Production theory. Production function, costs and variable maximization.
- 5) Analysis of different types of markets. Competition and equilibrium in the short and long run.
- 6) Imperfect markets and the role of the public sector in the economy.
- 7) Organizational design and structures.

5. TEACHING-LEARNING METHODOLOGIES

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

- Master class.
- Case method.
- Cooperative learning.
- Problem-based learning.
- Reverse learning.

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 Classes	12
Practical application seminars	18

Case studies	14
Oral presentation of work	4
Preparation of reports and written papers	16
Research and projects	8
Independent work	56
Debates and colloquiums	8
Face-to-face assessment tests	12
TOTAL	150

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
Face-to-face evaluation tests	45%
Oral presentations	10%
Reports and written papers	10%
Case study problems	25%
Research and projects	10%

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 at 5.0 in the final exam in order 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 at 5.0 in the final exam in order 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
Activity 1	Week 1 - 7
Activity 2	Week 8 - 10
Activity 3	Week 11 - 15
Activity 4	Week 3 - 17
Exam	Week 16 -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. BIBLIOGRAPHY

The main reference work for this subject is:

- Varian, H. R. (2015), Microeconomía Intermedia. Un enfoque actual, 9ª Edición, Antoni Bosch.

The recommended Bibliography is:

- Pindyck, R. S. & D. L. Rubinfeld (2013), Microeconomía, 9ª Edición, Pearson.
- Serrano, R. & Feldman, A. (2016), Microeconomía intermedia con cálculo. Editorial Garceta.

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.