

## MICRO ECONOMICS

<b>Code du cours Course Code</b>			<b>Titre du cours Course title</b>					
BAC.EAINA.ECBUS. 2302			<b>MICRO ECONOMICS</b>					
<b>Crédits Credits</b>		<b>Période d'enseignement Teaching period</b>					<b>Année Académique Academic Year</b>	
6		fall, spring, summer					2022/2023	
<b>Charge de travail Student workload</b>	<b>Synchrone / Synchronous</b>	<b>Asynchrone / Asynchronous</b>	<b>Travail en équipe Team work</b>	<b>Activités pédagogiques / Pedagogical activities</b>	<b>Travail personnel Personal work</b>	<b>Coaching</b>	<b>Evaluation</b>	<b>Charge totale de travail Total workload</b>
	39	0	0	0	40	0	6	85
<b>Programme Program</b>			Global BBA					
<b>Discipline Discipline</b>								
<b>Module</b>			-					
<b>Type de cours Course type</b>			core					
<b>Campus</b>			Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia					
<b>Campus partenaire</b>								
<b>Course open to students in exchange</b>								
<b>Langue d'enseignement Teaching language</b>		Français / French, Anglais / English						
<b>Responsable du cours Course leader</b>			MILLELIRI André					
<b>Pré-Requis Prerequisite</b>			None					
<b>Nom des intervenants par campus Instructor(s) names by campus</b>	Belo Horizonte							
	Lille							
	Paris							
	Raleigh							
	Sophia				ROCHOW Sabine - STELLA CAUMEL Annabelle			
	Stellenbosch- Le Cap							
	Suzhou							
	Nanjing							

	Barcelone			
	Other			

<b>Descriptif du cours / Course description</b>	This is an introductory course in microeconomics. It provides students with the fundamental concepts and tools of economic analysis.		
<b>Thèmes / Topics</b>			
<b>Résultats d'apprentissage / Intended Learning Outcomes and Skills</b>	<p><b>A l'issue de la formation, vous serez capable de / As a result of this module, you will be able to:</b></p> <p><b>Connaissances / Knowledge and Understanding (subject specific)</b>          Demonstrate an understanding of how the various economic systems in the world respond to scarcity. Demonstrate understanding of efficient exchange and the gains from international trade. Demonstrate an understanding of market operations with an application to selected world markets( food products, energy, ). Be able to identify normative issues and to analyse the role of government regarding resource scarcity and international trade.</p> <p><b>Aptitudes cognitives / Cognitive skills</b>          Understand the importance of microeconomic concepts for the management of companies.</p> <p><b>Attitudes / Key transferable skills</b>          Demonstrate critical thinking. Develop a structured economic mindset.</p> <p><b>Ethical and social understanding</b>          Use key economic variables and to understand the relationships among them</p>		
<b>Contribution aux objectifs pédagogiques du programme / Contribution to learning objectives</b>	Indiquer les learning objectives auxquels contribue le cours (en se basant sur le curriculum mapping du programme) / Indicate which learning objectives the course contributes to (based on the program curriculum mapping)		
	LO5.1 : To be able to analyse globalization : LG5 : Graduates should be able to understand the various dimensions of globalisation and to evaluate its effects on business		
	Cours soumis à évaluation dans le cadre de l'Assurance of Learning pour l'année en cours ?		Oui / Yes
<b>Evaluation des étudiants / Student Assessment</b>	<b>Evaluation finale (DS)</b>		<b>40%</b>
	<b>Final examination</b>		
	(Précisez la nature pour l'évaluation finale / Explain type for final examination)		
Cliquez ici pour entrer du texte.			
QCM - Quiz:			
Epreuve sur table - Supervised exam:			
Présentation orale - Presentation:			
Rapport écrit/Dissertation - Report / Dissertation:			
Participation - Class participation:			

	<b>Autre, précisez / Other, precise:</b>	
	<b>Contrôle continu</b>	60%
	<b>Continuous Assessment</b>	
	préciser nature / Explain type	
	Cliquez ici pour entrer du texte. QCM - Quiz: Epreuve sur table - Supervised exam: Présentation orale - Presentation: Rapport écrit/Dissertation - Report / Dissertation: Participation - Class participation:	Nb midterms : 2
	<b>Autre, précisez / Other, precise:</b>	
<b>Méthodes d'enseignement Teaching Methods</b>	<b>Format de cours / Course format</b>	
	Cours magistral / Lecture	
	<b>Autre, précisez / Other, precise:</b>	
	<b>Activités d'apprentissage / Learning activities</b>	
	Personal guided study - Devoirs / Assignments	
<b>Plan de cours Course Plan</b>	Chapter 1: Economic Principles Course introduction - methods in economics Chapter 2: The economic problem: scarcity and choice 1/2 The economics of scarce resource allocation: scarcity, exchange, alternative market systems, trade-offs, price mechanism and market regulation, market failures Chapter 2: The economic problem: scarcity and choice 2/2 The rational choice: opportunity cost, marginal reasoning, the role of incentives Chapter 3: Economic efficiency illustrated 1/2 Modeling efficient technological trade-offs: the production possibilities frontier Chapter 3: Economic efficiency illustrated 2/2 Modeling efficient interdependence patterns: trade along the lines of comparative advantage quiz 1 Chapter 4: Supply and demand: how markets work 1/2 From the demand determinants to the market demand curve From the supply determinants to the market supply curve Chapter 4: Supply and demand: how markets work 2/2 Market equilibrium: determination and dynamics (comparative statistics) From equilibrium to disequilibrium: an introduction to price control, rationing Midterm 1 (1h30) Chapter 5: Elasticity and its applications Elasticity: definition and measurement Elasticity: value and the nature of goods Chapter 6: Markets and social welfare Producer surplus, consumer surplus Welfare properties of (competitive) market equilibrium Chapter 6: Markets and social welfare Taxation and welfare International trade, protectionism and welfare Chapter 7: The economics of public sector Externalities, public goods, imperfect information, and social choice Quiz 2	

	Chapter 8: Technology and the cost of production Chapter 9: Short run cost and output decisions Chapter 10: Long run cost and output decisions Chapter 11: Monopoly and antitrust policy Midterm 2 (1h30) Chapter 12: Monopolistic competition and oligopoly Chapter 13: Household behavior and consumer choice
<b>Référence Académique / Academic reference</b>	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings : Economics - NG Mankiw & M Taylor - 2nd edition, South- Western, Cengage Learning Principles of Economics - Case, Fair, and Oster - 9th edition, Prentice Hall/Pearson Intl Edition
<b>Site(s) web / Web site(s)</b>	
<b>Licence(s) informatique(s)/ Computer licenses</b>	

Modalités de délivrance du cours (par campus si différent) Course delivery modes (per campus if different)						
Nombre CM Amphi / Number of Lectures	Durée CM Amphi (en heures) / Lecture duration (in hours)	Nombre TD / Number of Tutorial classes	Durée TD (en heures) / Tutorial class duration (in hours)	Asynchrone / Asynchronous	Autres (Distance learning, etc...) (en heures) / Other (in hours)	Préciser les spécificités de programmation (TD journée, cadencement spécifique des séances) / Specify if full-day tutorial class, different schedules
Campus Sophia						
0	0	13	3	0	0	