

## COURSE OUTLINE

### 1. GENERAL

<b>SCHOOL/FACULTY</b>	ECONOMIC SCIENCES, UNIVERISTY OF WESTERN MACEDONIA		
<b>DEPARTMENT</b>	ECONOMICS		
<b>LEVEL OF STUDY</b>	<i>Postgraduate</i>		
<b>COURSE UNIT CODE</b>		<b>SEMESTER</b>	<b>2<sup>st</sup></b>
<b>COURSE TITLE</b>	Microeconomics for Business management		
<b>COURSEWORK BREAKDOWN</b>		<b>TEACHING WEEKLY HOURS</b>	<b>ECTS</b>
Lectures		2	5
<b>COURSE UNIT TYPE</b> Y	Compulsory		
<b>PREREQUISITES :</b>	NO		
<b>LANGUAGE OF INSTRUCTION/EXAMS:</b>	English		
<b>COURSE DELIVERED TO ERASMUS STUDENTS</b>	NO		
<b>MODULE WEB PAGE (URL)</b>			

### 2. LEARNING OUTCOMES

#### Learning Outcomes

The scope of the course is to familiarise the student, at a more advanced than an undergraduate level, with the understanding of the economic phenomena at Micro level for managerial decisions.

Aim: For the achievement of the above scope tools of Microeconomic Theory will be used. The aim of the course is therefore, to cover the core topics of Microeconomic Theory and Analysis

Microeconomics consists of a set of theories to help understanding of the process by which scarce resources are allocated among alternative uses in the modern economy and of the role of process and markets in this process.

Upon successful completion of this course the student will be able to:

- describe consumer behavior - utility maximisation,
- know the theory of production, cost and profit
- The options of the firm for the maximization of its profits; how its choices are affected by the different market forms.
- explain the reasons why the market fails to reach Pareto- optimal and choices of state intervention in market failure.

#### General Skills

- Decision making
- Teamwork
- Critical thinking

### 3. COURSE CONTENTS

**Indicative contents:**

- i. The optimization problem in an economic system
- ii. Theory of consumer
- iii. Demand theory
- iv. The consumer surplus
- v. theory of production
- vi. Determination of price
- vii. Maximization of Profit
- viii. Market forms
  - 1. perfect competition
  - 2. monopoly
  - 3. monopolistic competition
  - 4. oligopoly
    - a. Cournot duopoly
    - b. Stackelberg leader-follower model
    - c. Bertrand-Nash duopoly model
    - d. Edgeworth model
- ix. Market failure
  - 1. ineffectiveness
  - 2. Externalities
  - 3. Common Resources
  - 4. public goods

**4. TEACHING METHODS - ASSESSMENT**

<b>MODE OF DELIVERY</b>	online	
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGY</b>	Dynamic powerpoint transparencies e-class support Communication via e-mail and course discussion group	
<b>TEACHING METHODS</b>	<b>Method description</b>	<b>Semester Workload</b>
	lectures	26
	Individual Assignments	34
	Self study	65
	<b>Course total (25 hours of work load per credit)</b>	<b>125</b>
<b>ASSESSMENT METHODS</b>	I. Final examination (50%) II. Individual Assignments (50%)	

**5. RESOURCES**

- GRAVELLE,H.-REES,R., (1994), *Microeconomics*, London: Longman.
- VARIAN,H., (1992), *Microeconomic Analysis*, New York:Norton.
- Pindyck R.S. and Rubinfeld, D.L. 1995. *Microeconomics*. Englewood Cliffs, NJ: Prentice Hall.

