

Course	Marketing Graduation			Academic year	2021/2022		
Subject	Economics II			ECTS	6		
Type of course	Compulsory						
Year	1st	Semester	2nd sem	Student Workload:			
Professor(s)	MSc António Lourenço			Total	168	Contact	60
Area Coordinator	PhD Manuela Natário						

Planned SD

1. LEARNING OBJECTIVES

The objectives defined in the Curricular Unity of Economics II intend that the student gains knowledge and skills in key aspects relating to microeconomics theory. Through the study of individual choices or behaviours in individual markets group, the student must acquire critical skills in basic concepts related to the theory of consumer, of producer and markets.

In terms of the skills to be developed in this curricular unity, the student must gain the following skills: ability to diagnose / characterize a given market (supply and demand); ability to determine optimizers behaviours of consumers and firms; calculate and use the different production costs for producing indicators of quantity and prices to practice consistent with the firms objectives and to perform socioeconomics diagnostics; identify markets structures, economics agents and their interdependencies and know how to make a critical and rational analysis in a particular market.

2. PROGRAMME

1- Consumers and Demand

- 1.1- Introduction
- 1.2- Individual and Aggregate Demand
- 1.3- Elasticities of demand
- 1.4- Consumer behaviours and utility theory: the consumers optimum

2- Firms and supply

- 2.1- Individual and Aggregate supply
- 2.2- Elasticitie of supply

3- Market equilibrium

- 3.1- Demand and supply equilibrium

3.2- Displacements of Demand and supply Curves and the Implications of Level Equilibrium

3.3- The State Intervention in the Economy

4- Costs theory

4.1- The Production Function in Short run, Average and Marginal Productivity and the Short run costs

4.2- Total, average and marginal costs and his relationships

4.3- The Production Function in Long run, Average and Marginal Productivity and the long run costs

5- Markets: structures and behaviours

5.1- Perfectly competitive markets

5.2- Monopoly markets

3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

The objective of this Curricular Unity will be achieved through the teaching of points 1., 2., 3. 4 and 5, which allows the student to obtain knowledge and skills in key aspects relating to microeconomics theory. Through the study of individual choices or behaviours in individual markets group, the student must acquire critical skills in basic concepts related to the theory of consumer, of producer and markets.

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4. MAIN BIBLIOGRAPHY

Compulsory:

Duarte, A. and Ribeiro, S. (2020). *Microeconomia – Exercícios Propostos e Resolvidos*. Lisboa: Edições Sílabo.

Fernandes, A. and al. (2017). *Introdução à Economia*. Lisboa: Edições Sílabo, Lda.

Frank, R. (2013). *Microeconomia e Comportamento*. 8ª ed.. Lisboa: Editora McGraw-Hill.

Henriques, D. and Sousa, T. (2019). *Introdução à Microeconomia – Livro de Exercícios*. Lisboa: Escolar Editora.

Lobo, F. and Andrade, C. (2021). *Princípios de Microeconomia*. Lisboa: Edições Sílabo.

Lourenço, A. (2008). *Ficha de Exercícios*. Guarda: ESTG.

Mankiw, N. (2013). *Introdução à Economia*. São Paulo: Cengage Learning, Inc.

Mankiw, N. (2017). *Principles of Microeconomics*. Mason: Cengage Learning, Inc.

Morgado, A. and Ferreira, P. (2016). *Princípios de Microeconomia*. Lisboa: Rei dos Livros.

Nabais, C. and Ferreira, R. (2010). *Microeconomia, Lições & Exercícios*. Lisboa: Lidel - Edições Técnicas, Lda.

Pinho, M. (2019). *Microeconomia*. Lisboa: Edições Sílabo.

Porto, M. (2017). *Economia: Um Texto Introdutório*. Coimbra: Ed. Almedina.

Samuelson, P. and Nordhaus, W. (2012). *Economia*. 19ª ed.. Lisboa: Editora McGraw-Hill.

Varian, H. (2015). *Microeconomia: Uma Abordagem Moderna*. Rio de Janeiro: Elsevier.

Recommended:

Begg, D. and al. (2005). *Economics, 8th Edition*. London: McGraw-Hill.

Frank, R. and Bernanke, B. (2012). *Princípios de Economia*. Lisboa: Editora McGraw-Hill.

Krugman, P. and Wells, R. (2014). *Introdução à Economia*. São Paulo: GEN Atlas.

Neves, J. C. (2013). *Introdução à Economia*, 9ª ed.. Lisboa: Editorial Verbo.

Pindyck, R. and Rubinfeld, D. (2013). *Microeconomia*. São Paulo: Pearson Education do Brasil.

Varian, H (2014). *Intermediate Microeconomics: A Modern Approach*. New York: W.W. Norton & Company.

5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

TEACHING METHODOLOGIES:

Theoretical and practical method with the use of audiovisuals; Case Study; resolution of problems; Provision of e-learning content; Collaborative work tools; Periodic collaboration sessions.

Due to the extraordinary health emergency situation COVID-19 and according to the Dispatches from the IPG President, the sessions will be on a mixed basis, as well as the evaluation system.

Assessment:

Continuous assessment: two tests.

The final classification will result from the following calculation:

Final mark = 0.5 (1st test) + 0.5 (2nd test)

The 1st Test is held during the semester on a date to be agreed on with the students and later announced through the e-learning platform.

The 2nd Test is held at the end of the semester on the date set by the Board of the ESTG (School of Technology and Management).

The student obtains approval when the final classification is equal or higher than ten values, in an entire scale between zero and twenty, being exempted from exam.

Assessment by Final Exam, in the normal time period: The student who has not passed the continuous assessment or has not taken it, obtains approval when the exam classification is equal or higher than ten values, on an entire scale between zero and twenty, on the date set by the Board of the ESTG (School of Technology and Management).

Assessment by Final Exam, in the recourse period: The student who has not been successful in the continuous assessment or at the Final Exam in the normal period time, or has not taken them, obtains approval when the exam classification is equal or higher than ten values, on an entire scale between zero and twenty, on the date set by the Board of the ESTG (School of Technology and Management).

6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

Theoretical and practical method with the use of audiovisuals - gaining knowledge in the field of microeconomics through the dynamics of the learning process that is boosted by the use of audiovisuals media and distance learning platforms (moodle and colibri / zoom platforms);

Case studies and resolution of problems - gaining knowledge and skills in order to understand the importance of microeconomics, implying a practical approach through case studies and resolution of problems;

Provision of e-learning content;

Collaborative working tools - to participate in an interventional and proactive way in the elaboration and discussion of new strategies and practices that allow you to develop the critical capacity for action in terms of the analysis of the main microeconomic concepts and their interrelationship, as well as in terms of microeconomic objectives.

Periodic collaboration sessions - reinforce your capacity for critical performance and consolidate knowledge in order to gain skills that guarantee a global vision to optimize your performance in the area of microeconomics.

7. ATTENDANCE

Not applied.