

Valid from 2025.HS

Module description: Microeconomics		
Module Code	w.BA.XX.2Mikro.XX	
ECTS Credits	6	
Language of Instruction/Examination	German	
Module Description	Students are capable of explaining economic interrelations analytically, graphically, and verbally using micro-economic models. They are able to classify, analyze, and assess current economic events as well as economic measures, continuously acquire new knowledge by themselves, and place it in relation to the concepts taught. Generalist knowledge is mainly taught, with various economic approaches having direct managerial links (e.g., cost theory, demand elasticities, government regulation of markets).	
Organizational Unit	Center for Labor, Digital & Regional Eco	
Module Coordinator	Thomas Leu	
Deputy Module Coordinator	Björn Plaschnick	
Program and Specialization	<ul style="list-style-type: none"> • Business Administration - Specialization in Accounting, Controlling, Auditing • Business Administration - Specialization in Banking and Finance • Business Administration - Specialization in Behavioral Design • Business Administration - Specialization in Economics and Politics • Business Administration - Specialization in Financial Management • Business Administration - Specialization in General Management • Business Administration - Specialization in Human Centered Organisation • Business Administration - Specialization in Insurance Management • Business Administration - Specialization in Marketing • Business Administration - Specialization in Risk and Insurance • Business Administration - Spezialization in Politics and Management 	
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009	
Module Category	Module Type Compulsory	Program Phase First Year-Studies
Prerequisite Knowledge	Compulsory modules: w.BA.XX.2Mathe1.XX; w.BA.XX.2Mathe2.XX (only part-time students; full-time students study these in the same semester)	
Contribution to Program Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> • Professional Competence • Methodological Competence • Social Competence • Self-Competence 	

Module description: Microeconomics

Contribution to Program Learning Objectives	Professional Competence <ul style="list-style-type: none"> • Knowing and Understanding Content of Theoretical and Practical Relevance • Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance • Evaluate Content of Theoretical and Practical Relevance Methodological Competence <ul style="list-style-type: none"> • Problem-Solving & Critical Thinking • Scientific Methodology • Work Methods, Techniques, and Procedures • Information Literacy • Creativity & Innovation Social Competence <ul style="list-style-type: none"> • Written Communication • Oral Communication • Intercultural Insight & Ability to Change Perspective Self-Competence <ul style="list-style-type: none"> • Self-Management & Self-Reflection • Ethical & Social Responsibility • Learning & Change
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> • are able to explain basic theoretical and methodological concepts used in economics. • are able to explain the interaction of supply and demand in markets as well as the price mechanism. • are able to explain demand and supply elasticities and their practical relevance. • are able to analyze the production costs of a company analytically and graphically and use this to derive the supply function. • are able to analyze and evaluate the impact of changes in exogenous variables and government intervention on market equilibrium. • are able to explain the impact of market imperfections (externalities, lack of property rights) and assess the effectiveness of different government interventions to eliminate these. • are able to explain the relationship between market structure and the supply behavior of companies. • are able to analytically and graphically determine and compare market equilibrium in different types of markets. • are able to analyze diverse economic contexts and issues by means of micro-economic models. • understand the fundamental effects of asymmetric information on markets.
Module Content	<ul style="list-style-type: none"> • Principles and methodologies in (micro-) economics • Working of markets in general • Price-setting in different types of markets (comparative - static analysis) • Elasticities of demand and supply • Production, cost theory, and derivation of supply • Welfare economics (consumer, producer, and total welfare) • Effects of government intervention (maximum and minimum prices, taxes, subsidies, import duties) • Effects of asymmetric information on the market result • Effects of market imperfections (externalities and public goods) • Derivation, analysis and comparison of market equilibria for different market forms (monopoly, monopolistic competition, oligopoly) • Basic principles of non-cooperative game theory (e.g., strategic actions, Nash equilibrium, response function)
Links to other modules	<p>This module is linked to the following modules:</p> <ul style="list-style-type: none"> • w.BA.XX.2Makro.XX • w.BA.XX.2Mathe2.XX • w.BA.XX.2Mathe1.XX • w.BA.XX.2IntBus.XX
Digital Learning Resources	<ul style="list-style-type: none"> • Reader • Teaching Videos • Practice and Application Exercises (with Key) • Case Studies (with Key) • Multiple Choice Tests

Module description: Microeconomics

Methods of Instruction	<ul style="list-style-type: none">• Interactive Instruction• Lecture• Literature Review• Exercises• Discussion• Presentation• Simulation		Social Settings Used: <ul style="list-style-type: none">• Individual Work• Group Work		
Type of Instruction		Classroom Instruction	Guided Self-Study	Autonomous Self-Study	
	Large Class	28 h	-		
	Small Class	28 h	42 h		
	Group Instruction	-	-		
	Practical Work	-	-		
	Seminar	-	-		
	Total	56 h	42 h	82 h	
Performance Assessment	End-of-module exam		Form	Length (min.)	Weighting
	Written exam		closed book	90	100.00
	Permitted Resources		Spec. calculator acc. to leaflet "Utilities"	With dictionary	
	Others	Assessment	Format	Length (min.)	Weighting
	-	-	-	-	-
Classroom Attendance Requirement	None				
Compulsory Reading	<ul style="list-style-type: none">• Mankiw, G. & Taylor, M. (2023). Economics. 6th edition. London: Cengage Learning. ISBN 978-1-4737-8698-1.• Microeconomics tasks and materials				
Recommended Reading					
Comments					