

Valid from 2025.HS

| Module description: Microeconomics | | |
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| Module Code | w.BA.XX.3Mikro-FLEX.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, constantly acquire new knowledge by themselves, and place it in relation to the concepts taught. General knowledge is taught, in which diverse economic approaches have direct links to business administration (e.g., cost theory, demand elasticities, government regulation of markets). | |
| Organizational Unit | Center for Labor, Digital & Regional Eco | |
| Module Coordinator | Björn Plaschnick | |
| Deputy Module Coordinator | Thomas Leu | |
| Program and Specialization | <ul style="list-style-type: none"> • Business Administration - Specialization in Banking and Finance (FLEX) • Business Administration - Specialization in General Management (Flex) | |
| 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-flex.XX; w.BA.XX.2Mathe2-flex.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 | |
| Contribution to Program Learning Objectives | <p>Professional Competence</p> <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 <p>Methodological Competence</p> <ul style="list-style-type: none"> • Problem-Solving & Critical Thinking • Scientific Methodology • Work Methods, Techniques, and Procedures • Information Literacy • Creativity & Innovation <p>Social Competence</p> <ul style="list-style-type: none"> • Written Communication • Oral Communication • Intercultural Insight & Ability to Change Perspective <p>Self-Competence</p> <ul style="list-style-type: none"> • Self-Management & Self-Reflection • Ethical & Social Responsibility • Learning & Change | |

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| 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, the price mechanism, and the conditions for the existence of a market equilibrium. • 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 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 establish 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. | |
| Module Content | <ul style="list-style-type: none"> • The basic principles and methodology of economics • The general mechanics of markets (demand and supply, price mechanisms, and market equilibrium) • Effects of exogenous changes on market equilibrium (comparative - static analysis). • Elasticity of supply and demand • Production and cost theory, as well as the derivation and aggregation of demand • Welfare economy (consumer, producer, and overall benefits) • Impact of government interventions (taxes, maximum and minimum prices, subsidies) • International economic theory (price formation on the world market, tariffs, quotas, etc.) • Impact 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 (strategic behavior, Nash equilibrium, reaction functions) | |
| Links to other modules | <p>This module is linked to the following modules:</p> <ul style="list-style-type: none"> • w.BA.XX.2Makro-flex.XX • w.BA.XX.2IntBus-flex.XX • w.BA.XX.2Mathe2-flex.XX • w.BA.XX.2Mathe1-flex.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 | |
| Methods of Instruction | <ul style="list-style-type: none"> • Lecture • Interactive Instruction • Exercises • Literature Review • Simulation • Presentation • Discussion | <p>Social Settings Used:</p> <ul style="list-style-type: none"> • Group Work • Individual Work |

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| Type of Instruction | | Classroom Instruction | Guided Self-Study | Autonomous Self-Study | |
| | Large Class | - | - | | |
| | Small Class | 24 h | 88 h | | |
| | Group Instruction | - | - | | |
| | Practical Work | - | - | | |
| | Seminar | - | - | | |
| | Total | 24 h | 88 h | 68 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 | |
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| | Others | Assessment | Format | Length (min.) | Weighting |
| | - | - | - | - | - |
| Classroom Attendance Requirement | None | | | | |
| Compulsory Reading | <ul style="list-style-type: none">• Microeconomics tasks and materials• Mankiw, G. & Taylor, M. (2023). Economics. 6th edition. London: Cengage Learning. ISBN 978-1-4737-8698-1. | | | | |
| Recommended Reading | | | | | |
| Comments | | | | | |