STUDENTS ARE EXPECTED TO HAVE COMPLETED
Not required.

COMPETENCES AND SKILLS THAT WILL BE ACQUIRED AND LEARNING RESULTS.
Skills to be acquired
General skills
*CG2: Effective knowledge of other disciplines / techniques used in Marketing and Market Research.
Specific skills:
*CE1: To understand the fundamental concepts of microeconomics and business economics, as well as the
application of these instruments to understand the environment in which an economic-business organization operates.
*CE10: Analysis, evaluation and decision making on pricing (traditional methods, and scientific techniques)

Learning objectives
• Introduce the fundamentals of micro and macro economic theory
• Understand the basic analytical economics skills for sound business decisions.
• Apply economic theory and methodology to business problems.

DESCRIPTION OF CONTENTS: PROGRAMME
Market equilibrium under perfect competition. Imperfect competition: monopoly oligopoly, monopolistic competition.
Multi-attribute models. Game-theoretic notions and their role in industrial economics.

Part II: Economics of the firm. Decision-making: rationality and cooperation. Specialization and Exchange: Transaction
costs and incomplete contracts. Coordination of economic activities: boundaries between firms and markets. Vertical
integration, hybrid forms and relational contracts. Incentives in organizations: internal company structure, distribution
of power and incentives, agency theory. Ownership and control of the company: moral hazard and incentive systems
efficient. Companies and institutions.

LEARNING ACTIVITIES AND METHODOLOGY
Classes may involve lectures, small group exercises, case analyses and discussions. The lectures will serve to
establish the conceptual foundations. Practical classes are designed so that students can develop skills and abilities
required properly established.

Student contributions are an important part of the course. Students are expected to read assigned materials for each
class; attend class, participate and contribute to discussions.

ASSESSMENT SYSTEM
Your final grade will be assigned based on:
Participation in-class, discussion, assignments, quizzes and cases studies: 60%
Final exam: 40%.
In order to pass the subject, students need to meet the minimum passing score of 4 points (out of a possible
10) in the final exam. Students that do not meet the minimum passing grade should retake the subject. If the resit is taken, the above grade criteria also apply.

% end-of-term-examination: 40
% of continuous assessment (assignments, laboratory, practicals...): 60

BASIC BIBLIOGRAPHY