UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Microeconomics - 1 (blended)

2526-1-E1806M004-E1806M004-1-T1

Learning objectives

The course is an introduction to microeconomics, aimed to understand the working of markets and to the practical use of microeconomics concepts for managerial and marketing activities.
At the end of the course, students are expected to be able to understand the mechanism that lead to market prices, and their role in determining market outcomes, evaluating the consequences in terms of efficiency and equity.

Contents

1. Consumers' and firms' rational behavior
2. Role of prices
3. Market structures and pricing policies
4. Asymmetric information
5. Market failures.

Detailed program

1. The concept of market, demand and supply functions
2. Endogenous and exogenous variable and comparative static methods
3. Modeling of rational behavior of agents, and specifically:
   a. Utility maximization
   b. Individual demands
4. Trade and surplus from trade
5. Production function and modeling rational production decisions
6. Forms of market organization and their role.

Prerequisites

Calculus
Constrained Optima

Teaching methods

Blended ELearning

Assessment methods

There are two assessment methods, for attending and non attending students.

For attending students the final evaluation is the average between

1. two partial written exams each consisting of two theoretical questions and one exercise, which totally will count for 80%
2. a on line discussion forum that will count for 20%

For non attending students the final evaluation will be based on a written examination consisting of four theoretical questions and an exercise.

The students are strongly suggested to attend the course.

Textbooks and Reading Materials

Edgar K. Browning Mark A. Zupan “Microeconomia: Teoria e Applicazioni”, Pearson, 2021.
Mario Gilli “Esercizi svolti di Microeconomia”, Pearson 2023.

Semester

Second semester

Teaching language

Italian

Sustainable Development Goals

QUALITY EDUCATION | GENDER EQUALITY | DECENT WORK AND ECONOMIC GROWTH | REDUCED INEQUALITIES | CLIMATE ACTION