

Code: 42140

ECTS: 15

Degree	Year	Semester
Master in Economics and Business	1	1

Contact

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Language

English

Instructors

Xavier Vilà (Microeconomics)

Francesc Trillas (Public Economics)

Blanca Martins (Strategic Management)

Objectives

Microeconomics: Microeconomics consists of the analysis of the behavior of economic agents and the implications of their interactions. The course explores the basic topics of consumers and firms behavior and optimization, market equilibrium, and choice under uncertainty.

Public Economics: Learn the main principles and applications of welfare economics and political economy, including modern incentive theory in the public sector and related issues in behavioral economics.

Strategic Management: The aim of the course is to introduce the student to the main concepts and thought processes in strategic management. Strategy will be studied as a general management task, developing strategic awareness and strategy skills within the strategic analysis, formulation and implementation stages of the strategic decision-making process. Strategy is about clear thinking rather than the blind use of concepts and techniques.

Skills

T1: Understanding academic research in the above areas.

T2: Contextualizing problems using formal models that allow a quantitative analysis.

T3: Arguing and writing in a precise, clear and concise manner reports on the proposed problems, in English.

T4: Using various statistical software to process data.

T5: Conduct empirical studies.

Learning outcomes

E1.1: Demonstrate a proper understanding of the fundamentals of the theory of consumer and producer.

E1.2: Apply microeconomic analysis to assess the outcomes generated by a market economy.

E1.3: Demonstrate a proper understanding of the concepts of equilibrium and efficiency, and their role in economic analysis.

E1.4: Demonstrate a proper understanding of the functioning of markets, both of commodities and of assets.

E1.5: Understand the fundamentals of competitive markets and the Theorems of Welfare.

E1.6: Demonstrate a proper understanding of the implications that markets are complete or incomplete.

E1.7: Identify the elements of industrial strategy.

E1.8: Advise on diversification strategies and comparative advantages.

E1.9: Advise on innovation and comparative advantages.

Contents**Microeconomics**

Introduction

1. Consumer Theory

1.1. Preferences and utility.

1.2. Budget constraint.

1.3. Utility maximization.

1.4. Properties of marshallian demand functions. Income and substitution effects.

- 2.Theory of the Firm
 - 2.1. Technology and production function.
 - 2.2. Productivity and returns to scale.
 - 2.3. Cost minimization: cost and conditional input demand functions.
 - 2.4. Short and long run families of cost functions.
 - 2.5. Profit maximization and output supply.
- 3.Partial Equilibrium
 - 3.1. Market supply and demand functions. Elasticities.
 - 3.2. Market equilibrium.
 - 3.3. Consumer and producer surplus.
 - 3.4. Market efficiency.
- 4.Decision Making under Uncertainty.
 - 4.1. Lotteries.
 - 4.2. Expected utility theory: the von Neumann-Morgenstern utility function.
 - 4.3. Risk aversion.

Public Policies

- 1. Foundations: welfare economics and market failures. Inequality. Welfare theorems. Second Best. Coase theorem. Efficiency and equity trade-offs.
- 2. Collective decision making. Social choice and collective action. Cooperation and coordination games. Political economy and public choice. Incentives in the public sector. Political economy & institutional economics.
- 3. Behavioral economics, public choice and welfare economics. Systematic biases in individual behavior. Boundedly rational consumers, firms and policy-makers.
- 4. Applications: Governing Globalization, Complex Economic Systems, Cost-Benefit analysis and Mega-projects.

Strategic Management

- 1. Configuration Function of Strategy: The policy and strategy concepts. Contents of business strategy. Different levels of strategy and strategic decision. Strategic business unit (SBU). The strategy formulation process. Business model.
- 2. Strategic Analysis (I) (External): Analysis of the general macro-environment. Analysis of the industry and competitive environments. Intra-industry analysis. Concept and identification of strategic groups and market segments. Identification of key success factors.
- 3. Strategic Analysis (II) (Internal): Functional analysis and strategic profile of the firm. Value chain analysis. Internal analysis based on resources and capabilities of the firm.
- 4. Business Strategy (I): Nature and sources of competitive advantages. Analysis of cost and differentiation advantages. Generic competitive strategies.
- 5. Corporate Strategy (II): Vertical integration. Global strategy and the multinational corporation. Diversification. Corporate strategy implementation. M&A and Alliances.

Teaching Methodology

The activities that will allow the students to learn the basic concepts included in this course are:

1. Theory lectures where the instructor will explain the main concepts.

The goal of this activity is to introduce the basic notions and guide the student learning

2. Problem Sets

In some subjects, a problem set which students will have to solve individually or in teams will be included in every unit. The goal of this activity is twofold. On one hand students will work with the theoretical concepts explained in the classroom, and on the other hand through this practice they will develop the necessary skills for problem solving.

3. Practice lectures

The aim of this activity is to comment on and solve any possible doubt that students may have had solving the problem assignment. This way they will be able to understand and correct any errors they may have had during this process.

4. Essay writing

In some subjects students will produce written essays on the topics proposed

5. Tutoring hours

Students will have some tutor hours in which the subject instructors will help them solve any doubts they may have.

Learning activities

Title (type activity)	Hours	Learning outcome
Type: Directed		
Lectures with ITC support	75	T2. E1.1 through E1.9
Resolution of exercises	37.5	E1.2 through E1.9

Type: Supervised		
Tutoring and monitoring work in progress	93.75	T3, T4, T5, E1.2 through E1.9
Type: Self learning		
Study, Reading, Exercise solving, Essays writing	168.75	T1, E1.1 through E1.9

Assessment criteria

- The module consists of a number of different subjects or parts taught by different professors. The **final mark** for the module will consist of the average of the marks of each subject within the module.
 - The module is considered successfully passed if:
 - the mark for each subject within the module is higher than or equal to 3.0 (in a 0 to 10 scale), and
 - the **final mark** for that module is higher than or equal to 5.0 (in a 0 to 10 scale).
 - If the module is not successfully passed the MEBA coordinators will ask the student to re-take the exams for those subjects that, according to the coordinators and the professors opinions, may help the student to successfully pass the module. If the student passes the re-take exam he or she will obtain a mark of 5 for that subject, otherwise the previous grade will remain valid. The calendar for the re-retake exams will be announced along with the grades report
- The mark -between 0 and 10- for each subject will be computed by each professor based on his or her ow criteria and on the student's performance. As a general rule, 35% of the mark will correspond to the assessment of the continuous work of the student during the course, and 65% will consist of a comprehensive final examination. The duration and nature of the final examination is decided by each professor.
- Final exams are compulsory. Re-take exams are only thought for those students having previously written a first exam and failed.

Assessment activities

Title	Weight
Final exam	65%
Exercises and essays	35%

Bibliography

Microeconomics

- JEHLE, G.A., RENY, P.J. Advanced Microeconomic Theory. Prentice hall. (3rd. Edition). 2011.
- VARIAN, H., Microeconomic Analysis. Norton. (3rd. Edition). 1992.

Public Policies

General

- Congdon, W.J.; Kling, J.R. (2011), Policy and Choice: Public Finance through the Lens of Behavioral Economics, Brookings Institutions.
- Cullis/Jones (2009), Public Finance and Public Choice, Oxford University Press. Third edition.
- Gruber, J. (2007), Public Finance and PublicPolicy, Worth Publishers, Second Edition.
- Hindriks/Myles (2006), Intermediate Public Economics, The MIT Press.
- Silvestre, J. (2012), Public Economics. Efficiency and Equity in Public Policy, Edward Elgar.

Specific

Specific references will be distributed for every chapter.

Strategic Management

- GRANT, R. (2013), Contemporary Strategy Analysis, 8th edition, Wiley: London.
- THOMPSON Jr., A.A., STRICKLAND III, A.J. and GAMBLE, J.E. (2009), Crafting and Executing Strategy: Text and Readings, 17th edition, McGraw-Hill: London.