

**Macao Polytechnic Institute**  
**School of Business**  
**Bachelor of Management(4LGDI)**

**Module Outline**

**Academic Year 2021/2022 Semester 1**

<b>Learning Module</b>	Microeconomics		<b>Class Code</b>	ECON1100-111
<b>Pre-requisite(s)</b>	Nil			
<b>Medium of Instruction</b>	English		<b>Credits</b>	3
<b>Lecture Hours</b>	45 hours	<b>Lab/Practice Hours</b>	0 hour	<b>Total Hours</b> 45 hours
<b>Instructor</b>	Prof. Jim H. Kwan		<b>E-mail</b>	jhkwan@ipm.edu.mo
<b>Office</b>	Rm. M531, Meng Tak Bldg.		<b>Telephone</b>	8599-3316

**Description**

This module provides an introductory examination of microeconomics. Emphasis is placed on the market forces of supply and demand, the efficiency of markets, the economics of the public sector, firm behaviour and the organization of industry, and the markets for the factors of production. Topics include: Scarcity and choice, demand and supply, elasticity, household consumption behaviour, production and cost, market structure, perfect and imperfect competition, and wage rate determination.

**Learning Outcomes (Module Intended Learning Outcomes, MILOs)**

Upon completion of this module, students should be able to:

1. discuss economic principles and models with applications;
2. evaluate the effects of economic events by using the model of supply and demand;
3. use consumer surplus and producer surplus to explain the efficiency of economic outcomes;
4. discuss how governments can sometimes correct market inefficiencies;
5. analyze different types of market structure;
6. examine some characteristics of labor markets.

### Alignment of Program and Module Intended Learning Outcomes

Management Program PILOs	MILOs
1. Integrate contemporary Management theories and business disciplines relevant to general business practices.	MILO 1,2,3,4,5,6
2. Apply critical thinking and logical analysis skills and techniques to resolve management issues.	MILO 1,2,3,4,5,6
3. Utilize appropriate written and spoken forms to communicate effectively and professionally with stakeholders in various cultural environments.	MILO 1,2,3,4,5,6
4. Demonstrate leadership in a team and respecting the rights of others irrespective of their cultural background, race or gender in order to solve unpredictable problems in the field.	N/A
5. With the help of mathematical and statistical skills, utilize the latest empirical findings and academic studies to support the recommendation of business projects or reports.	N/A
6. Recommend an appropriate course of action by ethically examining economic, environmental, political, legal and regulatory contexts of global business practices.	MILO 1,2,3,4,5,6
7. Interpret and utilize Management information or business software for internal control, planning, performance evaluation, and coordination to improve efficiency and effectiveness in the business process.	N/A

**Content\***

<b>Topic</b>	<b>Chapter</b>	<b>Date (Thu)</b> <b>Duration</b>
<b>Ten Principles of Economics</b> <ul style="list-style-type: none"><li>– How People Make Decisions</li><li>– How People Interact</li><li>– How the Economy as a Whole Works</li><li>– Conclusion</li></ul>	1	26 Aug 3 hours
<b>Thinking Like an Economist</b> <ul style="list-style-type: none"><li>– The Economist as Scientist</li><li>– The Economist as Policy Adviser</li><li>– Why Economists Disagree</li><li>– Let's Get Going</li></ul>	2	02 Sep 3 hours
<b>The Market Forces of Supply and Demand</b> <ul style="list-style-type: none"><li>– Markets and Competition</li><li>– Demand</li><li>– Supply</li><li>– Supply and Demand Together</li><li>– Conclusion: How Prices Allocate Resources</li></ul>	4	09 Sep 3 hours
<b>Elasticity and Its Application</b> <ul style="list-style-type: none"><li>– The Elasticity of Demand</li><li>– The Elasticity of Supply</li><li>– Three Applications of Supply, Demand, and Elasticity</li><li>– Conclusion</li></ul>	5	16 Sep 3 hours
<b>Consumers, Producers, and the Efficiency of Markets</b> <ul style="list-style-type: none"><li>– Consumer Surplus</li><li>– Producer Surplus</li><li>– Market Efficiency</li><li>– Conclusion: Market Efficiency and Market Failure</li></ul>	7	23 Sep 3 hours
<b>MC Quiz 1 (Chapters 2, 4, 5)</b> <b>Externalities</b> <ul style="list-style-type: none"><li>– Externalities and Market Inefficiency</li><li>– Public Policies toward Externalities</li><li>– Private Solutions to Externalities</li><li>– Conclusion</li></ul>	10	30 Sep 3 hours
<b>Public Goods and Common Resources</b> <ul style="list-style-type: none"><li>– The Different Kinds of Goods</li><li>– Public Goods</li><li>– Common Resources</li><li>– Conclusion: The Importance of Property Rights</li></ul>	11	07 Oct 3 hours
<b>Chung Yeung Festival - Holiday</b>		14 Oct No class

<b>The Costs of Production</b> – What Are Costs? – Production and Costs – The Various Measures of Costs – Costs in the Short Run and in the Long Run – Conclusion	13	21 Oct 3 hours
<b>Revision and Mid-term Test (Chapters 2, 4, 5, 7, 10, 11)</b>		<b>28 Oct 3 hours</b>
<b>Firms in Competitive Markets</b> – What Is a Competitive Market? – Profit Maximization and the Competitive Firm’s Supply Curve – The Supply Curve in a Competitive Market – Conclusion: Behind the Supply Curve	14	04 Nov 3 hours
<b>Monopoly</b> – Why Monopolies Arise – How Monopolies Make Production and Pricing Decisions – The Welfare Cost of Monopolies – Price Discrimination – Public Policy toward Monopolies – Conclusion: The Prevalence of Monopolies	15	11 Nov 3 hours
<b>Monopolistic Competition</b> – Between Monopoly and Perfect Competition – Competition with Differentiated Products – Advertising – Conclusion	16	18 Nov 3 hours
<b>MC Quiz 2 (Chapters 13, 14, 15)</b> <b>Oligopoly</b> – Markets with Only a Few Sellers – The Economics of Cooperation – Public Policy toward Oligopolies – Conclusion	17	25 Nov 3 hours
<b>The Markets for the Factors of Production</b> – The Demand for Labor – The Supply of Labor – Equilibrium in the Labor Market – The Other Factors of Production: Land and Capital – Conclusion	18	Make-up class 02 Dec 3 hours
<b>Final Exam (All Chapters)</b>		ALL 3 hours
<b>Total Contact Hours:</b>		<b>45 hours</b>

*\*The above are preliminary time assignment for each topic, and would be modified in accordance with the actual progress in class in the light of students’ performance and their progress of understanding under the instructor’s discretion. Students should read the required chapter(s) BEFORE coming to class and are responsible for ALL materials covered in class AND in the textbook.*

## Teaching Method

	<b>MILOs</b>	<b>Description</b>
1.	MILOs 1-6	Interactive Lectures <ul style="list-style-type: none"><li>• Lectures: In-depth coverage of economic theories and applications is presented with slides and other additional illustration materials if necessary.</li><li>• Q&amp;As: Time is allowed to raise questions from both sides (instructor and students).</li></ul>
2.	MILOs 1-6	In-Class Discussions and Exercises <ul style="list-style-type: none"><li>• In-class discussions and exercises will be used to enhance students' understanding of both economic theories and applications.</li></ul>

## Attendance

Attendance requirements are governed by the “Academic Regulations Governing Bachelor’s Degree Programmes of Macao Polytechnic Institute”. Students who have less than the required attendance for the enrolled subject are not eligible to attend the final or re-sit examinations and will be given an “F” as their final grade.

## Assessment

	<b>MILOs</b>	<b>Item</b>	<b>Percentage</b>	<b>Remarks</b>
1.	MILOs 1-6	Participation (Q&As/Exercises/Discussions)	5%	Formative assessment
2.	MILOs 1-5	Assignment(s)/Quiz(zes)	25%	Formative assessment
3.	MILOs 1-4	Mid-term Test	25%	Summative assessment
4.	MILOs 1-6	Final Exam	45%	Summative assessment
		Total:	100%	

## **Plagiarism Policy**

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## **Teaching Materials**

### **Required Textbook**

Mankiw, N. G. (2020). *Principles of Economics*. 9<sup>th</sup> edition. Cengage Learning.

### **References**

Baumol, William J. and Alan S. Blinder. *Microeconomics: Principles and Policy*. 12<sup>th</sup> edition. Cengage Learning.

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*The Economist*

**Macao Polytechnic Institute**  
**School of Business**  
**Bachelor of Management (4LGNC)**

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**Academic Year 2021/2022 Semester 1**

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4. Demonstrate leadership in a team and respecting the rights of others irrespective of their cultural background, race or gender in order to solve unpredictable problems in the field.	N/A
5. With the help of mathematical and statistical skills, utilize the latest empirical findings and academic studies to support the recommendation of business projects or reports.	N/A
6. Recommend an appropriate course of action by ethically examining economic, environmental, political, legal and regulatory contexts of global business practices.	MILO 1,2,3,4,5,6
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