

General Information	
Academic subject	Microeconomics LZ
Degree course	Economics and business
Curriculum	
ECTS credits	10
Compulsory attendance	No
Language	Italian

Subject teacher	Name Surname	Mail address	SSD
	Laura Serlenga	laura.serlenga@uniba.it	SECS-P01

ECTS credits details	Area		CFU/ETCS
Basic teaching activities	Economics and Statistics		10

Class schedule	
Period	First term
Year	First
Type of class	Lectures and tutorials

Time management	
Hours	200
In-class study hours	70
Out-of-class study hours	130

Academic calendar	
Class begins	September 2020
Class ends	December 2020

Syllabus	
Prerequisites/requirements	Analytic geometry
Expected learning outcomes	<p>Knowledge and understanding</p> <ul style="list-style-type: none"> Understanding methods of microeconomic analysis Knowledge of theoretical models of economic choice <p>Applying knowledge and understanding</p> <ul style="list-style-type: none"> Mastering the analytic and basic tools of economic analysis <p>Making informed judgements and choices</p> <ul style="list-style-type: none"> Capacity of making optimal economic decisions by a critical analysis <p>Capacities to continue learning</p> <ul style="list-style-type: none"> Capacity of interpreting economic phenomena

Contents	<p>PART 1 Introduction</p> <p>Thinking Like an Economist</p> <p>Supply and Demand 2</p> <p>PART 2 The Theory of Consumer Behavior</p> <p>Rational Consumer Choice</p> <p>Individual and Market Demand</p> <p>Applications of Rational Choice and Demand Theories</p> <p>The Economics of Information and Choice under Uncertainty</p> <p>PART 3 The Theory of the Firm and Market Structure</p> <p>Production</p> <p>Costs</p> <p>Perfect Competition</p> <p>Monopoly</p> <p>PART 4 Factor Markets</p>
Course program	
Bibliography	R. Frank, Microeconomia, Mc Graw-Hill
Teaching methods	Lectures and tutorials
Assessment methods	Oral and written exam
Evaluation criteria	<p>Intermediate understanding of the methods of economic analysis</p> <p>Intermediate understanding of the theoretical models of economic choice</p> <p>Capacity of interpreting the economic phenomena driven by individual choice</p>