

<b>Instructor's name</b>	Tiziana Temerario
<b>BA</b>	<b>MARKETING &amp; BUSINESS COMMUNICATION</b>
<b>Academic year</b>	2015/2016
<b>Term</b>	Second
<b>Credits</b>	10
<b>Subject area</b>	SECS P01

**Course of Istituzioni di Economia Politica (a.a. 2015/2016)**

**(Prof. Temerario Tiziana)**

Università degli Studi di Bari Aldo Moro

**BA Marketing & Business Communication (group L-Z)**

**Admission criteria**

None

**Aims of the course**

The aim of this course is twofold: (i) illustrate the main concepts and tools for the economic analysis of single agents playing in the market (i.e. individuals, households and firms); (ii) studying the typical methods for the analysis of macroeconomic themes (e.g. GNP, employment, the general price level and the equilibrium of balance of payments).

**Course outline**

Microeconomics

Basics of demand and supply. Market equilibrium. Elasticity. Demand: budget constraints; consumer preferences; consumer choices. Supply: production; costs; profit maximization. Market forms: perfect competition; monopoly; oligopoly; monopolistic competition; Factor inputs: best combination, curves, costs minimization.

Macroeconomics

Macroeconomic variables and national accounting. Equilibrium between savings and investments. Macroeconomic system: private sector, public sector and international sector. Money market: the CB role, the financial system, monetary and fiscal policies. The IS-LM model. Labour market: demand, supply and equilibrium; Keynesian model; Phillips curve; unemployment rate, labour expectations. Flexible prices model: AD-AS. Vertical and horizontal supply curves. Government balances. European Monetary system.

**Reading material**

Microeconomics

N. BOCCELLA, C. IMBRIANI, P. MORONE, *Analisi microeconomica e scelte pubbliche*, LED, 2014.

## Macroeconomics

C. IMBRIANI, A. LOPES, *Macroeconomia, un'introduzione. Mercati, Istituzioni Finanziarie, Politiche*, UTET, 2015.

### **Assessment methods**

- Midterms: Yes
- Written Exam: Yes
- Orals: No

### Tutorials

- E-learning: No

### Teaching methods

- Frontal lectures: Yes