

## 《Microeconomics》 Course Syllabus

<b>Course Chinese Title:</b> 微观经济学	<b>Course Category (Compulsory/ Elective):</b> Compulsory
<b>Course English Title:</b> Microeconomics	
<b>Total Hours/ Hours Per Week/ Credit(s):</b> 48/3/3	<b>Lab Practice/ Practical Hours:</b> 0
<b>Prerequisites:</b> None	
<b>Follow-up course:</b> Marketing	
<b>Time:</b> Tuesday, 14:30-17:10	<b>Classroom:</b> 5303
<b>Class:</b> 2022 Business Administration Program Class 1-2	
<b>College:</b> School of Economics and Management	
<b>Instructor Name/ Academic Title:</b> Xinyao Huang /Lecturer	
<b>Office Hour:</b> Thursday; at Room 2303, Guancheng Campus	
<b>Course Assessment Method:</b> Open book test ( ) Close book test (✓) Report () Other ( )	
<b>Required Textbook:</b> 西方经济学（第二版）上册，西方经济学编写组，高等教育出版社，2019年9月第二版	
<b>Supplementary Materials:</b> 经济学原理：微观部分，Gregory Mankiw，清华大学出版社，2017年3月第六版	
<b>Course Description:</b> <p>Microeconomics is a required course for business administration majors. Microeconomics is the fundamental knowledge for further studies in economics. The word “Micro” deals with the individual behavior, which may refer to consumers, firms and government/social planners. The main idea is how individual chooses between alternatives making his/her welfare maximized. Through examining consumers’ choices, quantities and price decisions of firms and the government policy, we can analyze the market equilibrium and its implications on social welfare. The topics can be divided into utility theory, firm theory, welfare economics, uncertainty and information economics, and externality and public goods. The market structure and mechanism is also discussed in the class. The purpose of the curriculum is to train and improve students' ability to use the economic theories and analytical methods they have learned to analyze related issues in the economic field on the basis of students' understanding, understanding and mastering the basic theories and basic analytical methods of microeconomics.</p>	

<b>Course Learning Objectives and its supporting on the requirement for graduation:</b>		
<b>Course Learning Objectives</b>	<b>Measurements on Requirement for Graduation</b>	<b>Requirement for Graduation</b>
CO1: Students shall have a sense of innovation, have the willpower to challenge themselves, to endure setbacks and to persevere, have the professional ethics of abiding by the law, being honest and trustworthy, and being good at cooperation, as well as the sense of social responsibility of creating value, serving the country and the people.	1.3 Students shall be able to consider the impact of one's actions on others and society, identify and clarify ethical and social responsibility issues in business activities	1. Students should have correct ideals and beliefs, social responsibility and sense of mission, have good morals, healthy body and mind
CO2: Students shall understand and master the basic principles and theories of microeconomics.	2.2 Students shall have basic theoretical knowledge and accomplishment of business management discipline.	2. Students can systematically master the required knowledge of business administration.
CO3: Students shall master comprehensive economic ability and master the ability to analyze cases and solve practical problems with the theories learned.	5.1 Students shall have strong thinking ability, be able to identify problems, extract key points and propose appropriate solutions.	5. Students have a sense of innovation and the ability to apply innovation to solve multiple business problems

#### Lecturing Plan

<b>Week</b>	<b>Topic</b>	<b>Instructor</b>	<b>Hours</b>	<b>Contents (Key point、Difficulty、Ideological and Political Learning)</b>	<b>Instructional Mode ( Blended/ Offline)</b>	<b>Activities</b>	<b>Assignment</b>	<b>Supported Measurements</b>
1	Introduction	Huang Xinyao	6	<b>Key Points:</b> Go through the syllabus; understand the starting point of research of economics; understand the basic hypothesis	offline	Lecture	<b>Ethical and political assignment:</b>	CO1

				of economics: rational behavior <b>Difficulties:</b> The logic of microeconomics <b>Ethical and Political Learning:</b> Understand the limitations of economics from ethical and political insights			Students are supposed to read at least 2 articles about the history of economics.	
3	Demand, supply and equilibrium	Huang Xinyao	3	<b>Key Points:</b> Understand and master supply and demand. Understand the determinants that affect S&D. <b>Difficulties:</b> Understand the significance of the equilibrium “price”	Offline	Lecture Discussion	Self-test	CO2
4	Holiday		3	<b>National Day Holiday</b>				
5-6	Application: Elasticity, Supply, demand and government policies	Huang Xinyao	6	<b>Key Points:</b> Understand why governments need to control the price. The concept of price ceiling and floor. <b>Difficulties:</b> The application of the tax <b>Ethical and Political Learning:</b> How does the government determine the relevant price based on the consideration of social benefits (Combined with cases during COVID-19 )	Offline	Lecture Discussion	U-learning Assignment with choice questions	CO2
7-8	Consumer choice	Huang Xinyao	6	<b>Key Points:</b> understand and master total utility, diminishing marginal utility <b>Difficulties:</b> Consumer equilibrium	Offline	Lecture Discussion	Self-test	CO2
9	The cost of production	Huang Xinyao	3	<b>Key Points:</b> understand and master the concepts of costs of production and calculations	Offline	Lecture	Self-test	CO2

				<b>Difficulties:</b> How economies of scale come <b>Ethical and Political Learning:</b> Try to analyze the nature of profit from the points of Marxism with theories learned		Discussion		
10	Midterm	Huang Xinyao	3	Mid-term closed-book exam	Offline			CO1
11	Firms in competitive markets	Huang Xinyao	3	<b>Key Points:</b> Understand the conditions that competitive markets reach <b>Difficulties:</b> Compare short-run and long-run equilibrium in this market	Offline	Lecture Discussion	Self-test	CO3
12-14	Uncompetitive markets	Huang Xinyao	9	<b>Key Points:</b> Identify each characteristics of 3 market structures <b>Difficulties:</b> Compare 3 uncompetitive market structures and master how firm maximize profit in them	Offline	Lecture Discussion	Assignment with short answer questions	CO3
15	Market failure and government policies	Huang Xinyao	3	<b>Key Points:</b> Understand externalities and how governments deal with them <b>Difficulties:</b> How externalities and public goods illustrate the inefficient allocation of the resources	Offline	Lecture Discussion	Self-test	CO1
16	Review	Huang Xinyao	3	Review	Offline	Lecture	Self-review	CO3
Total			48					

### Grading

Course Learning Objectives	Supported Measurements	Assessments and Grading Percentage (%)				
		Attendance	Assignment	Midterm Exam	Final Exam	
CO1	1.3	10	0	0	0	10
CO2	2.2	0	10	10	30	50
CO3	5.1	0	0	10	30	40
Total		10	10	20	60	100

**Note:** 1) According to Article 12 of the Examination Management Regulations of Dongguan University of Technology, students who are absent from class for three times (or a total of six class hours) shall not be eligible to participate in the final assessment of this course. 2) The assessment criteria for each component are outlined in the attached document.

Syllabus Submission Date:

School Review:

同 意

Signature:



Date: 2023 年 8 月 28 日

## Appendix: Grading Criteria Rubrics

### Homework Grading Criteria

Course Learning Objective	Assignment Grading Criteria			
	<i>A(100)</i>	<i>B(85)</i>	<i>C(70)</i>	<i>D(0)</i>
Level of basic concept mastery 40%	Clear concept and correct answers	Fairly clear concept and answers with few mistakes	Basically clear concept and answers with some mistakes	Unclear concept and answers with many mistakes or act of plagiarize
Correctness of the solution to the problem 40%	Correct thinking and accurate calculations	Fairly correct thinking and calculations with few mistakes	Basically correct thinking and calculations with some mistakes	Incorrect thinking and calculations with many mistakes
Attitude of assignment completion 20%	Finish on time, write neatly and clearly, follow the specification	Finish on time, write clearly, fairly follow the specification	Finish on time, partly follow the specification	Assignment not submitted or out of date