



## Course syllabus

School of Business and Economics  
Department of Economics and Statistics

1NA050 Grundläggande mikro teori för marknadsförare, 10  
högskolepoäng

Basic Micro Economic Theory for Marketers, 10 credits

### **Main field of study**

Economics

### **Subject Group**

Economics

### **Level of classification**

First Level

### **Progression**

G1N

### **Date of Ratification**

Approved by School of Business and Economics 2014-10-01

The course syllabus is valid from autumn semester 2015

### **Prerequisites**

General entry requirements and Civics A, English B, Mathematics C or Civics 1b / 1a1 + 1a2, Mathematics 3b / 3c (Field-specific entry requirements 4/A4). General entry requirements with exception for Swedish A/B

## Objectives

After the course the student is expected to be able to:

- define and explain basic concepts as consumer surplus, producer surplus and economic efficiency
- explain, calculate and interpret price-, income- and cross price elasticity of demand
- explain cost theories relevant for producers
- explain different theories about markets and explain their impact on price formation, welfare and efficiency in the economy
- clarify origins for and consequences of market imperfections and different market interventions such as taxation
- explain basic principles for strategic behaviour for producers connected to different models for markets

## Content

The course contains:

- supply, demand, basic price formation, price-, income- and cross price elasticity of demand

- cost theories and models for markets such as perfect competition, monopoly, monopolistic competition, oligopoly and game theory
- market imperfections such as externalities and natural monopoly and possible market interventions in relation to these
- consequences of taxation on markets and in the economy

## Type of Instruction

Lectures, exercises and seminars. Obligatory parts are stated in the schedule.

## Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

The course is examined by written examination.

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail.

After each regular examination there will be at least one new examination in close proximity to the date the results of the regular exam were posted. A minimum of five occasions for written exams will be offered in relation to the syllabus to which the student was accepted. Usually three occasions per academic year are offered. Students that fail reports can complement after instructions from the examiner to obtain a pass grade.

Grading criteria for the A–F scale are communicated in writing to the student by the start of the course/module at the latest, as well as how grades on separate elements of examination are weighed to a final course grade.

## Course Evaluation

A written course evaluation is carried out and compiled in a report, which is archived at the faculty. The results and possible measures taken are communicated by the course coordinator and presented to the students the next time the course is given, or in another way deemed suitable by the course coordinator. Other types of course evaluations, for example regular evaluations throughout the course or discussions with students, will be included and encouraged with the aim of ensuring continuous quality development.

## Credit Overlap

This course cannot be part of a degree in combination with another course in which the content fully or partly correspond to the content of this course: The course overlaps 1NA102 with 15 credits and 1NA101 with 10 credits.

## Required Reading and Additional Study Material

### Required reading

Griffiths, A. & Wall, S. *Economics for Business and Management*. Prentice Hall. Latest edition. 250 pages.

Scientific articles, about 50 pages.