澳門理工大學
Universidade Politécnica de Macau
Macao Polytechnic University

FACULTY OF BUSINESS
BACHELOR OF E-COMMERCE

LEARNING MODULE OUTLINE

Academic Year	2025/2026	Semester	1
Module Code	ECON1100-111		
Learning Module	Microeconomics		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	3	Contact Hours	45 hours
Instructor	Adrian Lao	Email	hhlao@mpu.edu.mo
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MODULE DESCRIPTION

This course 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.

MODULE INTENDED LEARNING OUTCOMES (ILOS)

On completion of this learning module, students will be able to:

M1.	discuss economic principles and models with applications;
M2.	evaluate the effects of economic events by using the model of supply and demand;
M3.	use consumer surplus and producer surplus to explain the efficiency of economic outcomes;
M4.	discuss how governments can sometimes correct market inefficiencies;
M5.	analyze different types of market structures;
M6.	examine some characteristics of labor markets.

These ILOs aim to enable students to attain the following Programme Intended Learning Outcomes (PILOs):

PILOs	M1	M2	M3	M4	M5	M6
P1. Demonstrate an understanding of the business processes and operations and the skillful realization of information technologies required to practice electronic commerce	✓	✓	✓	✓	✓	✓
P2. Apply knowledge in business, mathematics, programming, computing, web development, and database to address complex problems in the context of electronic commerce	✓	✓	✓	✓	✓	✓
P3. Analyze critically the effect of web technology use on organizational performance and develop electronic commerce strategies that fit organizational objectives						
P4. Select and apply tools and technologies to effectively implement electronic commerce systems in business intelligence, enterprise resources planning, supply chain management, and customer relationship management						
P5. Develop relationships, motivate others, manage conflicts, lead changes, and work across differences in multi-disciplinary electronic commerce projects						
P6. Communicate and work effectively using written and spoken word, non-verbal language, and electronic tools with fellow professionals and different stakeholders in the electronic commerce industry						
P7. Demonstrate a global electronic commerce perspective as evidenced by an understanding of foreign languages and the role of Macau as an interface between the East and the West						
P8. Cope with and manage contemporary advancement related to electronic commerce development and demonstrate lifelong learning attitudes and abilities						
P9. Conduct research and devise innovative electronic commerce models to exploit business opportunities						
P10. Reflect on professional responsibilities and keep up with the latest electronic commerce issues on legal, environmental, ethical, and societal considerations to benefit society comprehensively.						

MODULE SCHEDULE AND COVERAGE

Week*	Content Coverage	Chapter	Contact Hours*
1	**Ten Principles of Economics** – How People Make Decisions – How People Interact – How the Economy as a Whole Works – Conclusion	1	3 hours
2	**Thinking Like an Economist** – The Economist as Scientist – The Economist as Policy Adviser – Why Economists Disagree – Let's Get Going	2	3 hours
3	**The Market Forces of Supply and Demand** – Markets and Competition – Demand – Supply – Supply and Demand Together – Conclusion: How Prices Allocate Resources	4	3 hours
4	**Elasticity and Its Application** – The Elasticity of Demand – The Elasticity of Supply – Three Applications of Supply, Demand, and Elasticity – Conclusion	5	3 hours
5	**Consumers, Producers, and the Efficiency of Markets** – Consumer Surplus – Producer Surplus – Market Efficiency – Conclusion: Market Efficiency and Market Failure	7	3 hours
6	**Externalities** – Externalities and Market Inefficiency – Public Policies toward Externalities – Private Solutions to Externalities – Conclusion	10	3 hours
7	**Public Goods and Common Resources** – The Different Kinds of Goods – Public Goods – Common Resources – Conclusion: Property Rights and Government Action	11	3 hours

8	**The Costs of Production** – What Are Costs? – Production and Costs – The Many Measures of Costs – Costs in the Short Run and in the Long Run – Conclusion	14	3 hours
9	**Firms in Competitive Markets** – 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	15	3 hours
10	**Revision and Midterm Assessment/Test**		3 hours
11	**Monopoly** – 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	16	3 hours
12	**Monopolistic Competition** – Between Monopoly and Perfect Competition – Competition with Differentiated Products – Advertising – Conclusion	17	3 hours
13	**Oligopoly** – Markets with Only a Few Sellers – The Economics of Cooperation – Public Policy toward Oligopolies – Conclusion	18	3 hours
14	**The Markets for the Factors of Production** – The Demand for Labor – The Supply of Labor – Equilibrium in the Labor Market – The Other Factors of Production: Land and Capital – Conclusion	19	3 hours
15	**Final Exam (All Chapters)**		3 hours
	Total		***45 hours***

*This may be adjusted according to the actual progress in class.

TEACHING AND LEARNING ACTIVITIES

In this learning module, students will work towards attaining the ILOs through the following teaching and learning activities:

Teaching and Learning Activities	M1	M2	M3	M4	M5	M6
T1. Interactive Lectures • Lectures: In-depth coverage of economic theories and applications is presented with slides and other additional illustration materials if necessary. • Q&As: Time is allowed to raise questions from both sides (instructor and students).	✓	✓	✓	✓	✓	✓
T2. In-Class Discussions and Exercises • In-class discussions and exercises will be used to enhance students' understanding of both economic theories and applications.	✓	✓	✓	✓	✓	✓

ATTENDANCE

Attendance requirements are governed by the Academic Regulations Governing Bachelor's Degree Programmes of the Macao Polytechnic University. Students who do not meet the attendance requirements for the learning module shall be awarded an 'F' grade.

ASSESSMENT

In this learning module, students are required to complete the following assessment activities:

Assessment Activities	Weighting (%)	ILOs to be Assessed
A1. Participation (Q&As/Exercises/Discussions)	5%	M1 – M6
A2. Assignment(s) and/or Quiz(zes)	25%	M1 – M5
A3. Midterm Assessment/Test	20%	M1 – M4
A4. Final Exam	50%	M1 – M6
Total:	100%	

The assessment will be conducted following the University's Assessment Strategy (see www.mpu.edu.mo/teaching_learning/en/assessment_strategy.php). Passing this learning module indicates that students will have attained the ILOs of this learning module and thus acquired its credits.

MARKING SCHEME

For this learning module, the following grading system of Macao Polytechnic University is adopted:

Letter Grade	Mark Ranges	Grade Point	Grade Definition
A A-	93–100 88–92	4.0 3.7	Excellent
B+	83–87	3.3	Very Good
B B-	78–82 73–77	3.0 2.7	Good
C+ C C-	68–72 63–67 58–62	2.3 2.0 1.7	Satisfactory
D+ D	53–57 50–52	1.3 1.0	Pass
F	0–49	0	Fail

REQUIRED TEXTBOOK

Mankiw, N.G. (2023). *Principles of Economics* (10th edition). Cengage Learning.

REFERENCES

Case, K.E. & Fair, R.C. (2001). *Principles of Microeconomics* (6th edition). Prentice Hall.

Samuelson, P.A. & Nordhaus, W.D. (2001). *Microeconomics* (17th edition). McGraw-Hill.

The Economist

http://www.cengageasia.com

STUDENT FEEDBACK

At the end of every semester, students are invited to provide feedback on the learning module and the teaching arrangement through questionnaires. Your feedback is valuable for instructors to enhance the module and its delivery for future students. The instructor and programme coordinators will consider all feedback and respond with actions formally in the annual programme review.

ACADEMIC INTEGRITY

The Macao Polytechnic University requires students to have full commitment to academic integrity when engaging in research and academic activities. Violations of academic integrity, which include but are not limited to plagiarism, collusion, fabrication or falsification, repeated use of assignments and cheating in examinations, are considered as serious academic offenses and may lead to disciplinary actions. Students should read the relevant regulations and guidelines in the Student Handbook which is distributed upon the admission into the University, a copy of which can also be found at www.mpu.edu.mo/student_handbook/.