



FACULTY OF BUSINESS
BACHELOR OF MANAGEMENT

LEARNING MODULE OUTLINE

Academic Year	2024/2025	Semester	1
Module Code	ECON1100-113		
Learning Module	Microeconomics		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	3	Contact Hours	45 hours
Instructor	Prof. Jim H Kwan	Email	jhkwan@mpu.edu.mo
Office	Rm. M531, Meng Tak Bldg	Office Phone	8599-3316

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 aims to enable students to attain the following Programme Intended Learning Outcomes (PILOs):

Alignment of Program and Module Intended Learning Outcomes

Management Program PILOs	MILOs
1. Integrate contemporary Management theories and business disciplines relevant to general business practices.	MILO 1,2,3,4,5,6
2. Apply critical thinking and logical analysis skills and techniques to resolve management issues.	MILO 1,2,3,4,5,6
3. Utilize appropriate written and spoken forms to communicate effectively and professionally with stakeholders in various cultural environments.	MILO 1,2,3,4,5,6
4. Demonstrate leadership in a team and respecting the rights of others irrespective of their cultural background, race or gender in order to solve unpredictable problems in the field.	N/A
5. With the help of mathematical and statistical skills, utilize the latest empirical findings and academic studies to support the recommendation of business projects or reports.	N/A
6. Recommend an appropriate course of action by ethically examining economic, environmental, political, legal and regulatory contexts of global business practices.	MILO 1,2,3,4,5,6
7. Interpret and utilize Management information or business software for internal control, planning, performance evaluation, and coordination to improve efficiency and effectiveness in the business process.	N/A



MODULE SCHEDULE AND COVERAGE

Week*	Content Coverage	Chapter	Date (Tue) Durations*
1	Ten Principles of Economics <ul style="list-style-type: none"> – How People Make Decisions – How People Interact – How the Economy as a Whole Works – Conclusion 	1	27 Aug 3 hours
2	Thinking Like an Economist <ul style="list-style-type: none"> – The Economist as Scientist – The Economist as Policy Adviser – Why Economists Disagree – Let's Get Going 	2	3 Sep 3 hours
3	The Market Forces of Supply and Demand <ul style="list-style-type: none"> – Markets and Competition – Demand – Supply – Supply and Demand Together – Conclusion: How Prices Allocate Resources 	4	10 Sep 3 hours
4	Elasticity and Its Application <ul style="list-style-type: none"> – The Elasticity of Demand – The Elasticity of Supply – Three Applications of Supply, Demand, and Elasticity – Conclusion 	5	17 Sep 3 hours
5	MC Quiz 1 (Chapters 2, 4, 5) Consumers, Producers, and the Efficiency of Markets <ul style="list-style-type: none"> – Consumer Surplus – Producer Surplus – Market Efficiency – Conclusion: Market Efficiency and Market Failure 	7	24 Sep 3 hours
6	National Day Holiday	No class	1 Oct
6	Externalities <ul style="list-style-type: none"> – Externalities and Market Inefficiency – Public Policies toward Externalities – Private Solutions to Externalities – Conclusion 	10	Make-up class 3 Oct (Thu) 09:30-12:30 3 hours
7	Public Goods and Common Resources <ul style="list-style-type: none"> – The Different Kinds of Goods – Public Goods – Common Resources – Conclusion: Property Rights and Government Action 	11	8 Oct 3 hours



8	The Costs of Production <ul style="list-style-type: none"> – What Are Costs? – Production and Costs – The Many Measures of Costs – Costs in the Short Run and in the Long Run – Conclusion 	14	15 Oct 3 hours
9	Revision and Midterm Test (Chapters 2, 4, 5, 7, 10, 11)		22 Oct 3 hours
10	Firms in Competitive Markets <ul style="list-style-type: none"> – 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	29 Oct 3 hours
11	Monopoly <ul style="list-style-type: none"> – 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	5 Nov 3 hours
12	Monopolistic Competition <ul style="list-style-type: none"> – Between Monopoly and Perfect Competition – Competition with Differentiated Products – Advertising – Conclusion 	17	12 Nov 3 hours
13	MC Quiz 2 (Chapters 14, 15, 16) Oligopoly <ul style="list-style-type: none"> – Markets with Only a Few Sellers – The Economics of Cooperation – Public Policy toward Oligopolies – Conclusion 	18	19 Nov 3 hours
14	The Markets for the Factors of Production <ul style="list-style-type: none"> – The Demand for Labor – The Supply of Labor – Equilibrium in the Labor Market – The Other Factors of Production: Land and Capital – Conclusion 	19	26 Nov 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 <ul style="list-style-type: none">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 <ul style="list-style-type: none">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	93–100	4.0	Excellent
A-	88–92	3.7	
B+	83–87	3.3	Very Good
B	78–82	3.0	Good
B-	73–77	2.7	
C+	68–72	2.3	Satisfactory
C	63–67	2.0	
C-	58–62	1.7	
D+	53–57	1.3	Pass
D	50–52	1.0	
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.

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The Economist

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STUDENT FEEDBACK

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ACADEMIC INTEGRITY

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Instructor	Prof. Jim H Kwan	Email	jhkwan@mpu.edu.mo
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5. With the help of mathematical and statistical skills, utilize the latest empirical findings and academic studies to support the recommendation of business projects or reports.	N/A
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