



**FACULTY OF BUSINESS**  
**BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING**

**LEARNING MODULE OUTLINE**

|                       |                          |               |                  |
|-----------------------|--------------------------|---------------|------------------|
| Academic Year         | 2025/2026                | Semester      | 1                |
| Module Code           | ECON1100-113             |               |                  |
| 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 |
| Office                | Rm. M548, Meng Tak Bldg. | Office Phone  | 8599-3294        |

**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. Explain the core concepts, values and skills<br>- Students are able to apply the marketing principles, concepts, theories in analyzing the changing business environment. | ✓  | ✓  | ✓  | ✓  | ✓  | ✓  |
| P2. Apply appropriate tools and technologies<br>- Students are able to demonstrate using related tools, technology and skills to generate proposals and solutions.            |    |    |    |    |    |    |
| P3. Proceed lifelong learning<br>- Students are able to apply self and independent learning to leverage learned knowledge in practical life.                                  |    |    |    |    |    |    |
| P4. Adopt leadership approaches<br>- Students are able to develop collaborative groups, synergy teams in achieving objectives and shared goals.                               |    |    |    |    |    |    |
| P5. Demonstrate and practice legal and ethical values<br>- Students are able to identify professional ethics from broad business practices.                                   |    |    |    |    |    |    |
| P6. Effective communication skills<br>- Students are able to communicate and present ideas effectively.                                                                       |    |    |    |    |    |    |
| P7. Critical thinking<br>- Students are able to apply self understanding and analysis of critical perspectives to issues in broad conditions for problem solving.             | ✓  | ✓  | ✓  | ✓  | ✓  | ✓  |
| P8. Intercultural competence<br>- Students are competent to associate in a diversified social and global community.                                                           |    |    |    |    |    |    |



## MODULE SCHEDULE AND COVERAGE

| Week* | Content Coverage                                                                                                                                                                                                                                   | Chapter | Contact Hours* |
|-------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------------|
| 1     | <b>Ten Principles of Economics</b> <ul style="list-style-type: none"><li>– How People Make Decisions</li><li>– How People Interact</li><li>– How the Economy as a Whole Works</li><li>– Conclusion</li></ul>                                       | 1       | 3 hours        |
| 2     | <b>Thinking Like an Economist</b> <ul style="list-style-type: none"><li>– The Economist as Scientist</li><li>– The Economist as Policy Adviser</li><li>– Why Economists Disagree</li><li>– Let's Get Going</li></ul>                               | 2       | 3 hours        |
| 3     | <b>The Market Forces of Supply and Demand</b> <ul style="list-style-type: none"><li>– Markets and Competition</li><li>– Demand</li><li>– Supply</li><li>– Supply and Demand Together</li><li>– Conclusion: How Prices Allocate Resources</li></ul> | 4       | 3 hours        |
| 4     | <b>Elasticity and Its Application</b> <ul style="list-style-type: none"><li>– The Elasticity of Demand</li><li>– The Elasticity of Supply</li><li>– Three Applications of Supply, Demand, and Elasticity</li><li>– Conclusion</li></ul>            | 5       | 3 hours        |
| 5     | <b>Consumers, Producers, and the Efficiency of Markets</b> <ul style="list-style-type: none"><li>– Consumer Surplus</li><li>– Producer Surplus</li><li>– Market Efficiency</li><li>– Conclusion: Market Efficiency and Market Failure</li></ul>    | 7       | 3 hours        |
| 6     | <b>Externalities</b> <ul style="list-style-type: none"><li>– Externalities and Market Inefficiency</li><li>– Public Policies toward Externalities</li><li>– Private Solutions to Externalities</li><li>– Conclusion</li></ul>                      | 10      | 3 hours        |
| 7     | <b>Public Goods and Common Resources</b> <ul style="list-style-type: none"><li>– The Different Kinds of Goods</li><li>– Public Goods</li><li>– Common Resources</li><li>– Conclusion: Property Rights and Government Action</li></ul>              | 11      | 3 hours        |



|    |                                                                                                                                                                                                                                                                                                                                   |    |                 |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-----------------|
| 8  | <b>The Costs of Production</b> <ul style="list-style-type: none"> <li>– What Are Costs?</li> <li>– Production and Costs</li> <li>– The Many Measures of Costs</li> <li>– Costs in the Short Run and in the Long Run</li> <li>– Conclusion</li> </ul>                                                                              | 14 | 3 hours         |
| 9  | <b>Firms in Competitive Markets</b> <ul style="list-style-type: none"> <li>– What Is a Competitive Market?</li> <li>– Profit Maximization and the Competitive Firm's Supply Curve</li> <li>– The Supply Curve in a Competitive Market</li> <li>– Conclusion: Behind the Supply Curve</li> </ul>                                   | 15 | 3 hours         |
| 10 | <b>Revision and Midterm Assessment/Test</b>                                                                                                                                                                                                                                                                                       |    | 3 hours         |
| 11 | <b>Monopoly</b> <ul style="list-style-type: none"> <li>– Why Monopolies Arise</li> <li>– How Monopolies Make Production and Pricing Decisions</li> <li>– The Welfare Cost of Monopolies</li> <li>– Price Discrimination</li> <li>– Public Policy toward Monopolies</li> <li>– Conclusion: The Prevalence of Monopolies</li> </ul> | 16 | 3 hours         |
| 12 | <b>Monopolistic Competition</b> <ul style="list-style-type: none"> <li>– Between Monopoly and Perfect Competition</li> <li>– Competition with Differentiated Products</li> <li>– Advertising</li> <li>– Conclusion</li> </ul>                                                                                                     | 17 | 3 hours         |
| 13 | <b>Oligopoly</b> <ul style="list-style-type: none"> <li>– Markets with Only a Few Sellers</li> <li>– The Economics of Cooperation</li> <li>– Public Policy toward Oligopolies</li> <li>– Conclusion</li> </ul>                                                                                                                    | 18 | 3 hours         |
| 14 | <b>The Markets for the Factors of Production</b> <ul style="list-style-type: none"> <li>– The Demand for Labor</li> <li>– The Supply of Labor</li> <li>– Equilibrium in the Labor Market</li> <li>– The Other Factors of Production: Land and Capital</li> <li>– Conclusion</li> </ul>                                            | 19 | 3 hours         |
| 15 | <b>Final Exam (All Chapters)</b>                                                                                                                                                                                                                                                                                                  |    | 3 hours         |
|    | <b>Total</b>                                                                                                                                                                                                                                                                                                                      |    | <b>45 hours</b> |

\*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"><li>Lectures: In-depth coverage of economic theories and applications is presented with slides and other additional illustration materials if necessary.</li><li>Q&amp;As: Time is allowed to raise questions from both sides (instructor and students).</li></ul> | ✓  | ✓  | ✓  | ✓  | ✓  | ✓  |
| T2. In-Class Discussions and Exercises <ul style="list-style-type: none"><li>In-class discussions and exercises will be used to enhance students' understanding of both economic theories and applications.</li></ul>                                                                                                         | ✓  | ✓  | ✓  | ✓  | ✓  | ✓  |

## 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](http://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* (10<sup>th</sup> edition). Cengage Learning.

## REFERENCES

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

Samuelson, P.A. & Nordhaus, W.D. (2001). *Microeconomics* (17<sup>th</sup> 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/](http://www.mpu.edu.mo/student_handbook/).