



"El saber de mis hijos
hará mi grandeza"

UNIVERSITY OF SONORA

CENTRAL REGION UNIT

SCHOOL OF ECONOMIC AND ADMINISTRATIVE SCIENCES

DEPARTMENT OF ECONOMY

DEGREE IN BUSINESS AND INTERNATIONAL COMMERCE

Identification Data

Subject: Microeconomics	Formative Pillar: Basic
Teaching-learning process: Theoretical Course	Pre-requirement: None
Hours per course: 5	Post-requirement:
Nature of subject: Mandatory	Credit Value: 10

Introduction:

Microeconomics I is the subject that begins the incorporation of knowledge of the theoretical foundations of economics into the field of finance. It is the first in the economic area constituted by vertebral theoretical subjects: Microeconomics I, Microeconomics II, Macroeconomics I, Macroeconomics II and Monetary Theory in the sixth semester.

It is a subject that, in addition to being theoretical, involves solving problems in exercises that require the knowledge acquired in Mathematics I and Mathematics II.

General Objective:

At the end of the course the student will be able to use the basic theoretical instrument that covers the field of microeconomics and will be able to generate explanations of the behavior of individual economic agents from the revised theoretical models.

Specific Objectives:

- Define the concept of company, industry, and competition
- Analyze the main principles of consumer behavior
- Conceptualize the theoretical principles that describe the company behavior
- Establish the basic relationships between the theory of production and that of the consumer
- Analyze the costs of the company from a microeconomic point of view
- Establish the principles of production theory
- Find and establish the conditions of market equilibrium in perfect competition, considering the situation of partial equilibrium in Marshall and the criticism of Sraffa.

Proficiency Units:

Proficiency Unit I – Introduction

Proficiency Unit II – Theory of consumer behavior

Proficiency Unit III – Company behavior

Proficiency Unit IV – Basic relationships between production theory and consumer theory

Proficiency Unit V – Cost theory

Proficiency Unit VI – Production theory

Proficiency Unit VII – Market equilibrium

Didactic strategies:

Learning will be promoted by understanding the theories and their applications to particular situations, through exercises derived from reality and those proposed by the authors of the bibliography used in the course Practices as games (Enough, charades) among others.

1. Teacher presentations
2. Guided group discussions
3. Student presentations
4. Bibliographic research by students
5. Exercise group presentations

Evaluation: general criteria for successful completion of course

Participation y group discussions and class presentations	20%
Application of 3 midterms that will cover	40%
Written tasks: questionnaires and exercises	20%
Attendance	20 %

Bibliography

Basic

Koustsoyannis, A.: Microeconomía Moderna, Buenos Aires Amorrortu, 1985

Varian H.R. : Microeconomía Intermedia. Un enfoque Moderno Barcelona, Antoni, Bocsh

Pindick R.S et al.: Macroeconomics, New York, prentice hall, 4TA ,edición 1998

Additional/Supplementary

Karl E. Cesar: Priciples of Microeconomics, N.J Prentice hall 5ta edicion 1999

Nicholson, Walter: Microeconomics Theory, Dryden 1998

Economics of Strategy, Besanko , David, N.Y. : J-wller 2da edicion 2000

Desirable academic profile in the teacher**Academic training**

Degree in Economics with a minimum master's degree in Social Sciences or a related postgraduate degree.

Teaching experience

Having served as a teacher in higher education teaching in Economic Theory applied to finance.

Having a good work history in the teaching area

Didactic and Pedagogical training

- Ease in carrying out teaching-learning tasks
- Ease of group and individual communication with students
- Ability to use didactic technologies and techniques (computer, image projects, cannons, acetates, slides, videos, etc.).