

EMBA-2325-112-Introduction to Micro- Economics		
Name of lecturer(s) & Email Micael Castanheira micael.castanheira@ulb.be	Level/Semester, Status, Timing Level 2 Compulsory Between 14-11-24 and 16-11-24	ECTS*, CH & SDL** 3 20 70
Description of the course Introduction to microeconomics: microeconomics is about incentives and trade offs. Why do people behave as they do in a market? What forces determine prices? How do taxes interfere with prices? Why do we sometimes trust "the invisible hand of the market" and sometimes find it necessary to regulate markets? The first of these topics will be covered by a set of asynchronous online lectures, followed by Q&As. The limits of markets and the type of interventions that may be granted will be discussed in class, in an interactive fashion.		
Course units <ul style="list-style-type: none"> • Supply and demand • Pricing strategy • When does the market work (from perfect competition to monopoly)? • Why international trade? • Why, when, and how should governments intervene? (with a focus on innovation and sustainability) 		
Course Learning Outcomes (CLOs) <ol style="list-style-type: none"> 1. Develop a sound understanding of microeconomics: (1) supply and demand, (2) pricing strategy, (3) when does the market work?, (4) why international trade? (5) Why, when and how should governments intervene? 		
Teaching Activities (TAs) Lecture, Interactive Lecture, Case Based Learning, Problem-based learning, Role plays and simulation	Learning Activities (LAs) Online lectures + Online Q&As + On-site interactive sessions	
Contribution to Programme Learning Objectives (PLOs)** <ul style="list-style-type: none"> • Learning Objective 1.1: Introduction • Learning Objective 1.2: Not Covered • Learning Objective 2.1: Reinforcement • Learning Objective 2.2: Mastery • Learning Objective 3.1: Not Covered • Learning Objective 3.2: Reinforcement 	Assessment methodology / Learners Use of Time and Load Individual online exam <ul style="list-style-type: none"> • weight 50% • workload estimated = 30 hours • due 01-11-24 Group assignment <ul style="list-style-type: none"> • weight 25% • workload estimated = 10 hours • due 10-11-24 Group oral presentation <ul style="list-style-type: none"> • weight 25% • workload estimated = 10 hours • due 20-11-24 	
Evaluation scale 0-20		
Contribution to the Environmental, social and governance (ESG) Course Contribution to ESG: Yes Contact Hours are dedicated to ESG: 6 Contact Hours containing climate solutions for how organisations can reach net zero: 0 Description of contribution: We will discuss the main failures of markets, in particular externalities, the gaps between profits and social value, and the common pool problem.		
Readings Required <ul style="list-style-type: none"> • Please check your Canvas classroom for readings. 		
Other Learning Material(s) Required (on coursera for campus) <ul style="list-style-type: none"> • Microeconomics: When Markets Fail, modules 1, 2 and 4. 		

Notice: The information available in the course outline is subject to change. Please keep yourself informed at all times by regularly checking Canvas.

*ECTS - European Credit Transfer and Accumulation System (1 ECTS = 30 hours of learning)

**CH - Contact Hours in class or online, SDL - Self-Directed Learning including readings, homework, group work, preparation to assessment, etc

***PLO - Programme Learning Objectives are available on the curriculum page