

MICROECONOMICS

IE University

Professor: **PAULINA ELISA ETXEBERRIA GARAIGORTA**

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Degree course: FIRST

Semester: 2^o

Category: BASIC

Number of credits: 6.0

Language: English

PREREQUISITES

None

SUBJECT DESCRIPTION

Successful managers and entrepreneurs understand the markets in which they operate. This enables them to define a coherent business strategy and to adjust it when external conditions vary. Being able to understand and describe one's own market is also necessary to articulate effective relationships with potential investors, lenders and other stakeholders.

Microeconomics is the branch of economics that studies how markets work and how market exchanges benefit society. By focusing on the individual decisions of consumers and firms, it gives students and practitioners a proper understanding of the behaviour of economic agents and a powerful tool to analyse the outcomes that result from their interaction.

The first part of this course presents consumer (demand) and firm (supply) behaviour as the two sides of a market. Once demand and supply are well understood, the second part of the course focuses on the analysis of different market structures -perfect competition, monopolies, oligopolies and markets with differentiated products. The last part of the program covers public goods and externalities.

The focus of the course is eminently practical. The theoretical concepts learnt in class will be complemented with numerous real case studies and empirical exercises.

OBJECTIVES AND SKILLS

Students will acquire a good understanding of microeconomic principles, which they will find particularly useful to identify important market facts, make predictions about expected market outcomes and analyse market incentives.

METHODOLOGY

The course will be taught employing IE's Liquid Learning methodology. Liquid learning is a transformational and interactive educational experience that transcends single methodologies and platforms to blend physical, digital and natural environments so that students obtain a world-class education no matter their location or situation. Students will learn alongside one other and work together in teams. Hybrid brings together the human, digital and natural worlds into a seamless whole and enables IE University to be a truly global campus. The Liquid Learning methodology combines three essential elements for a complete and dynamic learning experience: synchronous interactions, asynchronous interactions and individual inquiry and discovery.

Synchronous Interaction is learning that happens in live, in real-time. For example, attending classes (lectures, discussions) in-person or virtually, working with classmates on team projects in a work-room or video-conference platform, or getting help and feedback from professors in-person or online.

Asynchronous Interaction and Individual Inquiry and Discovery are learning experiences that happen interactively and asynchronously using collaboration tools and digital platforms. For example, debating topics in a digital forum, critiquing the work of classmates posted in a digital gallery, working on a proposal or project using a collaborative document-sharing platform, or getting help and learning support in messaging-based system.

Teaching methodology	Weighting	Estimated time a student should dedicate to prepare for and participate in
Lectures	40.0 %	60 hours
Discussions	0.0 %	0 hours
Exercises	40.0 %	60 hours
Group work	20.0 %	30 hours
Other individual studying	0.0 %	0 hours
TOTAL	100.0 %	150 hours

EVALUATION CRITERIA

Regular attendance to lectures and classes is required.

Criteria	Percentage	Comments
Class Participation	10 %	
Group Presentation	25 %	
Practical assignments	25 %	
Midterm Exam	20 %	
Final Exam	20 %	

- CLASS PARTICIPATION AND PRACTICAL ASSIGNMENTS: The instructor will incentivize and reward questions and comments from students during lectures and practical classes. Participation in class debates around real topics will be specially valued. Two main criteria will be used in reaching judgment about your class participation:

- Frequency: The instructor will require a minimum threshold of contributions. Once the threshold quantity has been achieved, simply increasing the number of contributions will not necessarily improve the evaluation.
- Moving Your Peers' Understanding Forward: The relevance and timing of comments and the flow and content of the ensuing class discussion will be considered when evaluating class participation.

Instructions about practical assignments are handed out in class.

- GROUP CASE WRITE-UPS: Students, organized in teams, will be invited to participate in a final project. The outcome of the project will be presented in class. All students are expected to raise relevant questions and/or comments.
- MIDTERM and FINAL EXAMS: Both exams will have a similar structure and will be taken online. The final exam will include all the chapters. A minimum grade of 4 over 10 in the final exam is required to pass the course.

PROFESSOR BIO

Professor: **PAULINA ELISA ETXEBERRIA GARAIGORTA**

E-mail: peetxeberria@faculty.ie.edu

Academic background:

PhD in Economics, European Doctor, UPV/EHU (Bilbao).?

MPhil. Quantitative Finance, UCM (Madrid), UV (Valencia), UPV/EHU (Bilbao). M.A.

Business and Economics, University Pompeu Fabra (Barcelona).?

Degree in Economics, UPV/EHU (Bilbao).

Research experience:?

Researcher at Boston College (Boston), 2017.?

Researcher at University of Pennsylvania (Philadelphia), 2007, 2011- 2013.

Researcher at European University Institute (Florence), 2009.?

Researcher at UPV/EHU, 2005-2008, 2010-2011, 2013-2014.

She has addressed seminars and conferences at several institutions such as Symposium of Economic Analysis, Encuentros de Economía Aplicada, ASSET Annual Meeting, Symposium of Economic Theory and Applications, DEGIT Dynamics, Economic Growth and International Trade, All China (ACE) International Conference.

Her research has been published in scientific journals and books. She is currently involved and has participated in several research networks and long-duration projects financed by the European Commission and the Spanish Ministry of Science and Innovation.

Teaching experience:

IE University, 2014-2020: Introduction to Economics, Microeconomics, Macroeconomics, Global Economic Environment, Economics, Policy and Technology, Economic Growth and Inequality.

She has been awarded "Best Professor" for the years 2016-2017, 2017-2018, 2018-2019 and 2019-2020.

Brown University, 2000 Principles in Economics.

UPV/EHU 2005-2011, 2013-2014: Macroeconomic Theory, Political Economy II, Finance, Asset Pricing, Introduction to Matlab.

IE Univeristy, 2017-2020: Final Project Advisor Consulting
experience:

She combines her work in academia with research and international consulting services on innovation
and urban growth and development in cities and regions.

OTHER INFORMATION

OTHER RECOMMENDED READING (all available online at IE library)

Magazines

The Economist

Harvard Business Review

Forbes

Bloomberg Business Week

Newspapers

Financial Times

Wall Street Journal

The New York Times

Other News

Bloomberg (www.bloomberg.com)

Reuters (www.reuters.com)

