

<b>Volkswirtschaftslehre I (Mikroökonomie)</b> <b>Economics I (Microeconomics)</b>	
<b>Code:</b> IM1VWL	
<b>Lecturers</b> Prof. Dr. Maria Lehner	<b>Module Coordinator</b> Prof. Dr. Maria Lehner
<b>Intended Learning Outcomes</b> Having participated in this module, students will be able to describe the incentives and decision-making processes of companies and consumers. Students will be able to discuss how the decision-making processes of market participants lead to market equilibrium. Students will be able to assess the impact of different market environments on the resulting market equilibrium and the welfare of an economy. Students will be able to evaluate why certain market environments can imply market failure and why certain regulatory measures may be applicable. Students will be able to evaluate the impact of different regulatory measures on market equilibrium and the welfare of an economy. Students will be able to discuss recent economic developments and will be able to critically evaluate proposed policy measures in light of recent economic developments.	
<b>Content</b> <b>Courses in the Module</b> <ul style="list-style-type: none"><li>• Volkswirtschaftslehre I (Economics I)</li></ul> <b>Detailed Course Description</b> <ul style="list-style-type: none"><li>• Introduction to economics</li><li>• The concept of utility</li><li>• Consumer demand</li><li>• Optimal output decision of companies</li><li>• Company supply</li><li>• Impact of different cost structures of companies on their supply</li><li>• Market equilibrium</li><li>• Welfare of an economy</li><li>• The impact of different market environments on market equilibrium and the welfare of an economy</li><li>• Monopolies, duopolies, cartels</li><li>• Taxes and subsidies</li><li>• External effects</li></ul>	
<b>Teaching &amp; Learning Methods</b> <ul style="list-style-type: none"><li>• Interactive classes</li><li>• Exercises</li><li>• Case studies</li></ul>	
<b>Media</b> Presentations with beamer, tablet, flipchart, whiteboard	
<b>Relation / Interface to other Modules</b> Basis for many modules in the field of business administration	
<b>Additional Information</b> ---	
<b>Literature</b> <ul style="list-style-type: none"><li>• Robert S. Pindyck, Daniel L. Rubinfeld: Mikroökonomie, 2013, 8<sup>th</sup> edition, Pearson, Munich</li></ul>	

# Augsburg University of Applied Sciences

Faculty of Business

## Organisation

<b>ECTS Credits</b> 5	<b>Contact Hours</b> 4	<b>Language of Instruction</b> English
<b>Type of Module</b> Compulsory module	<b>Offered</b> Summer semester	<b>Duration</b> 1 semester
<b>Semester of Study:</b> 1 <sup>st</sup> year, 2 <sup>nd</sup> semester		
<b>Prerequisite for Participation:</b> None		
<b>Recommended Requirements:</b> Well-founded knowledge of business and financial mathematics		
<b>Workload and Breakdown of Credits</b> 5 ECTS credits x 30 hours = 150 hours, made up of:		
<b>Course Attendance</b>  60 hours	<b>Preparation / Homework / Self-study</b>  20 hours	<b>Time for Exercises and Group Work</b>  45 hours
<b>Semester Project / Presentation Preparation</b>  ---	<b>Exam Preparation</b>  25 hours	<b>Duration of Examination</b>  90 minutes
<b>Prerequisite for Award of Credit Points</b> Passing the written exam		
<b>Examination requirements</b> Written examination	<b>Weighting of Final Grade</b> Written examination: 100 %	