

| Module Details | |
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| Module Title | Introduction to Microeconomics |
| Module Code | AFE4010-B |
| Academic Year | 2020/1 |
| Credits | 20 |
| School | School of Management |
| Subject Area | Accounting, Finance and Economics |
| FHEQ Level | FHEQ Level 4 |
| Pre-requisites | N/A |
| Co-requisites | N/A |

| Contact Hours | |
|------------------------------|-------|
| Type | Hours |
| Online Lecture (Synchronous) | 24 |
| Tutorials | 22 |
| Directed Study | 154 |

| Availability | |
|--------------|--|
| Occurrence | Location / Period |
| BDA | University of Bradford / Academic Year |

| Module Aims |
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| <p>The aim of the course is to examine the principles of micro-economic theory and to illustrate the application of theory to contemporary economic issues. Students will learn how to construct theoretical models from a varying set of assumptions. These models are applied to empirical situations and then related to contemporary debates and policy problems. The module provides the necessary foundation for further study of micro-economic principles and their application in Stages 2 and 3 of the undergraduate Economics degree.</p> |

| Outline Syllabus |
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| <p>The scope and method of economics; Determination of supply and demand; Elasticities; Consumer theory; Producer theory; Different forms of markets; Market failure and government intervention; International trade.</p> |

| Learning Outcomes | |
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| Outcome Number | Description |
| 01 | Explain the main principles of microeconomics and show how they relate to specific economic issues concerned with consumer and producer behaviour. |
| 02 | Apply micro-economic theory to interpret economic activity and issues such as market behaviour and the rationale for government intervention. |
| 03 | Write effective explanations of concepts using an appropriate mix of technical and non-technical language. |

| Learning, Teaching and Assessment Strategy |
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| <p>This module applies a blended approach (i.e., online + face-to-face). The module will use weekly online lectures to outline and examine the key principles of microeconomics. It will be supported with weekly seminars (either online or face-to-face) discussing key themes from the lectures of the preceding week. In the seminars, students will have the opportunity to apply microeconomic theory to economic, political, and social phenomena that occur in the real world. The progress of the students will be tracked by coursework in both semesters. Additional material will be provided for students on the Virtual Learning Environment.</p> |

| Mode of Assessment | | | | |
|--------------------|------------|---|--------|-----------|
| Type | Method | Description | Length | Weighting |
| Summative | Coursework | Individual Assignment - Semester 1 (1500 words) | N/A | 35% |
| Summative | Coursework | Individual Assignment - Semester 2 (2500 words) | N/A | 65% |

| Reading List |
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| To access the reading list for this module, please visit https://bradford.rl.talis.com/index.html |

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.