HOCHSCHULE PFORZHEIM

Prof. Dr. Martin Leroch
Office hours: Wednesday, 10-11:30 or by appointment
Office: W4.1.04
E-mail: martin.leroch@hs-pforzheim.de

Introduction and Microeconomics

(ECO1041e)

Syllabus
Winter Term 2020/21

Times and Rooms

Study program BWMI1, BIM1, BEL1, ISP31, BDEM1:
Wednesday, 8:00-9:30; W2.3.01 or Online
Thursday, 15:30-17:00; W2.3.01 or Online

Study program BSWP1, BIB1, BCR1, ISP31, BWR1:
Wednesday, 11:30-13:00; W2.3.15 or Online
Thursday, 8:00-9:30; W2.3.01 or Online

Begin	October 14, 2020
ECTS-Credits	6
Workload	180 hours, 60 hours within class and 120 hours for self-study
Level	Entry
Prerequisites	Sufficient English language skills (lecture and tutorials will be held in English)

Objectives

By the end of the course, successful participants will
• ... be able to handle supply and demand curves and to apply this instrument to economic problems.
• … be familiar with different market structures and how they affect market outcomes.
• ... understand economic explanations for coordination failures.
• ... know about the needs and limits of government intervention.

Contents

Basic Literature

- Bowles, Samuel and Simon Halliday (2020), Microeconomics: Competition, Conflict, and Coordination, Oxford University Press. (Will be made available as electronic resource in due time.)

Supplementary Literature

- Supplementary literature will be announced in class

Course Organization

- The course follows a two-tier structure, combing interactive lectures and tutorials. During tutorials, we will discuss answers to problem sets provided the week before. I expect students to work on the problem sets themselves before the tutorials take place.

Grading: Written exam = 100%

Course Contributions to the Program Goals / Learning Outcomes

LO	Learning Objective / Outcome	Contributions to learning objectives	Assessment
	Expert knowledge Students show that they have sound basic knowledge …		
1.1	… in Business Administration.	Understand contributions of economic theory for: - decision making in firms - the understanding of efficiency and competitive market solutions - the assessment of market failure and government regulation	Discussions within class, problem sets, written exam
1.2	… in Economics. … in Business Law.		
1.3	… in Quantitative Methods.	**X**	
1.4		**X**	
	Use of information technology		
2.1	Students demonstrate proficiency in using computer programs to solve business problems.	**X**	
2.2	Students are able to use information systems effectively in real world business settings.		
3.	**Critical thinking and analytical competence** Students are able to apply analytical and critical thinking skills to complex problems.	Analysis of the structure of social interactions; Analysis of conflicts and responsibilities in various social settings	Discussions within class, case studies, exam
4.	**Ethical awareness** Students are able to develop business ethics strategies and apply them to typical business decision-making problems.	Analysis and discussion of economics' potentials and limitations Application of acquired knowledge to ethical questions in the context of sustainable globalization (e.g. poverty, discrimination, environmental problems,...)	Discussions within class, case studies, exam
	Communication skills		
5.1	Students are able to express complex problems effectively in writing	**X**	
5.2	Students demonstrate their oral communication skills in presentations and papers.	Present and explain own solutions to problem sets	Problem sets during tutorials
6.	**Capacity for teamwork** Students show that they are able to work successfully in a team by performing practical tasks.		