

Bachelor in Communication sciences and culture

Course title:	Microeconomics for sustainable development
Course year:	3rd
Semester:	2nd
Course code:	17247
Scientific sector:	SECS P/06
Lecturer:	Federica Viganò Cattivelli Valentina federica.vigano@unibz.it Valentina.Cattivelli2@unibz.it
Module:	No
Lecturer other module:	No
Credits:	6
Total lecturing hours:	30 + 15
Total Hours of availability for students and tutoring:	12 + 6
Office hours:	from Monday to Friday on request
Attendance:	according to the regulation
Teaching language:	English
Propaedeutic course:	none
Course description:	
Specific educational objectives:	<p>The course is classified within the “area integrativa”. The scientific area is SECS P/06, Applied Economics</p> <p>The course teaches the fundamentals of microeconomics. It exposes students to standard microeconomic theory with a focus on sustainable development, whilst also providing certain economic tools that support this intuition along the way. The microeconomic mind-set helps students thinking about issues that are relevant empirically and for policy. The main educational objective is to provide students with knowledge and critical capacity to apply economic models and judge specific cases based on the notions acquired. The overall concept of sustainable development become a new paradigm for a different orientation of firms and non-profit organizations adopting a socially responsible perspective.</p>
List of topics covered:	Topics covered will include: microeconomic concepts and analysis, supply and demand analysis, theories of the firm and individual behavior, competition and monopoly, and welfare economics.
Teaching format:	Frontal lessons and case analysis
Learning outcomes:	<p>1. Knowledge and understanding -Understanding the how markets work, and gain a real understanding of the role of economics in business and in public and private decision making.</p> <p>2. Applying knowledge and understanding</p>

	<p>-Be able to collect and analyze significant cases (public, private or non-profit sector, institutional behavior consumers´ behavior)</p> <p>-Be able to distinguish firms behavior in a sustainable perspective.</p> <p>3. Making judgments</p> <p>-Be able to understand applied economic models and policy implication of economic theories.</p> <p>4. Communication skills</p> <p>-Be able to adopt an appropriate economic language useful in corporate communication and institutional contexts.</p> <p>5. Learning skills</p> <p>-The course provides a foundation for further study in economics, but is also sufficiently self-contained to provide grounding for those who want to expand the subject in other directions.</p>
Assessment:	Written exam (open questions) + oral discussion of the written exam
Evaluation criteria and criteria for awarding marks:	<p>Final mark</p> <p>The written exam weights for the 90% of the success. A 10% is given by the oral discussion.</p> <p>Relevant criteria for the written exam are: good understanding and precise definition of concepts; Own reflections; accuracy in exercises.</p>
Required readings:	The instructor will provides learning materials through moodle
Supplementary readings:	R. H. Frank, Microeconomics and Behaviour, (9th edition), McGraw-Hill (2014).