



**BERGISCHE
UNIVERSITÄT
WUPPERTAL**

Prof. Dr. Kerstin Schneider

Bergische Universität Wuppertal, Prof. Dr. Kerstin Schneider, Gaußstr. 20,
42119 Wuppertal

Schumpeter School of Business and Economics,
Chair of Public Economics and Business Taxation

Gaußstr. 20, 42119 Wuppertal

OFFICE	M.14.31 (Sekretariat)
TELEPHONE	+49 (0)202 439 2549
FAX	+49 (0)202 439 3649
E-MAIL	LS-Schneider@wiwi.uni-wuppertal.de
WWW	www.wiwi.uni-wuppertal.de/schneider
DATE	15. März 2017

Prof. Dr. Kerstin Schneider

Summer Semester 2017

Principles of Economics

Microeconomics

The lecture “Microeconomics” is an introductory undergraduate course that teaches the fundamentals of microeconomics. This course introduces microeconomic concepts and analysis: supply and demand analysis, theories of the firm and individual behavior, competition and monopoly, and welfare economics. Accordingly, students will also be introduced to different roles of the state and market failure. In addition to the presentation of the basic methods of microeconomics, examples and empirical illustrations will be put into practice to draw attention to current economic policy.

Lecture:

Tuesday, 16.00 – 18.00 pm in lecture hall “HS 26”
Wednesday, 14.00-16.00 pm in lecture hall “HS 26”

Starts: 18th April 2017

Course Outline:

1. Preliminaries
2. The Basics of Supply and Demand
3. Consumer Behavior
4. Individual and Market Demand
5. Uncertainty and Consumer Behavior
6. Production
7. The Cost of Production
8. Profit Maximization and Competitive Supply
9. The Analysis of Competitive Markets
10. Monopoly
11. Monopolistic Competition und Oligopoly
12. Game Theory and Competitive Strategy
13. General Equilibrium and Economic Efficiency
14. Externalities and Public Goods

Recommended Literature:

Frambach, Hans, Basis of Microeconomics, UVK/LUCIUS, 3rd Edited and Advanced Edition 2013.

Pindyck, Robert S. and Rubinfeld, Daniel L., Microeconomics, Pearson Studium, 8th Edition 2015.

Varian, Hal, Intermediate Microeconomics, Oldenbourg, 9th Edition 2016.

Mankiw, Gregory N. und Taylor Mark, P, Economics, Cengage Learning, 6th Edition 2016.

Tutorials:

A two-hour tutorial will be offered for the lecture. In the tutorial, problem sets related to the lecture will be discussed and solved. The time schedule of the exercise sessions will be announced in the lecture and online on our homepage. For further questions, please contact kozhaya@wiwi.uni-wuppertal.de.

Note:

English is the most important business language. This does not only apply to the academic field, but also to the professional working environment. Therefore, it is imperative that students read English-language literature from the beginning of their studies. In order to facilitate the introduction to English-language literature, it is recommended to read, in parallel, the English-language textbooks of Pindyck/Rubinfeld, Mankiw/Taylor or Varian.