

# UNIVERSIDAD DE GUADALAJARA



## CENTRO UNIVERSITARIO DE CIENCIAS ECONÓMICO ADMINISTRATIVAS

### MASTER OF BUSINESS ADMINISTRATION

1.- NAME OF THE SUBJECT	Business economics						
2.- KEY OF MATTER	D0839						
3.- PREREQUISITES	Economic Environment						
4.- SERIALIZATION	None						
5.- TRAINING AREA	Basic Particular						
6.- DEPARTMENT	Department of Economics						
7.- ACADEMY							
8.- TYPE OF COURSE	Classroom						
9.- TYPE OF SUBJECT	Course						
10.- WORKLOAD	<table border="1"><thead><tr><th>HBCA</th><th>HAI</th><th>TOTAL</th></tr></thead><tbody><tr><td>48</td><td>48</td><td>96 Hrs.</td></tr></tbody></table>	HBCA	HAI	TOTAL	48	48	96 Hrs.
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48	48	96 Hrs.					
11.- CREDITS	6						
12.- EDUCATION LEVEL	Graduate / Masters						

## **13.- PRESENTATION**

## **14.- TRAINING STUDENT PROFILE**

## **15.- PROGRAM OBJECTIVES**

Students to analyze the relationships of interaction of economic agents, in the environment of consumer theory, the producer and the different markets under different models of competition, in order to assess the economic problems that occur in reality the companies.

## **16.- THEMATIC CONTENT**

### **1- BASIC ELEMENTS OF SUPPLY AND DEMAND**

- 1.1. Supply and demand
- 1.2. The market mechanism
- 1.3. Changes in market equilibrium
- 1.4. Free markets and consequences
- 1.5. Determinants of supply and demand
- 1.6. Understanding and prediction markets as a result of changes
- 1.7. Effects of taxes on equilibrium prices

### **2. CONSUMER BEHAVIOR**

- 2.1 Budgetary restrictions
- 2.2 The consumer preferences
- 2.3 The choice of consumers
- 2.4 Marginal utility and consumer preference

### **3. THE INDIVIDUAL AND MARKET DEMAND**

- 3.1 Variation of Price
- 3.2 The change in income
- 3.3 Price variations on income and substitution
- 3.4 consumer sensitivity to price variations
- 3.5 price elasticity of demand
- 3.6 cross-price elasticity of demand

### **4. ELECTION UNDER CONDITIONS OF UNCERTAINTY**

- 4.1 The description of the risk
- 4.2 The risk preferences
- 4.3 Risk reduction
- 4.4 The risks shared
- 4.5 Adverse selection

### **5. PRODUCTION**

- 5.1 The production function
- 5.2 Production in the short term
- 5.3 Production in the long run
- 5.4 The productivity and returns to scale

### **6. PRODUCTION COSTS**

- 6.1 Measurement of costs
- 6.2 The short-term costs
- 6.3 The long-term costs

- 6.4 The production of two products
- 6.5. The dynamic changes in costs

## 7. MAXIMIZING BENEFITS WITH COMPETITIVE OFFER

- 7.1 Maximizing the benefits
- 7.2 The conditions of perfect competition
- 7.3 Profit maximization in the short term
- 7.4 The supply curve of short-term market
- 7.5 The level of long-term production
- 7.6 The supply curve long-term industry
- 7.7 The elasticity of supply

## 8. THE IMPERFECT COMPETITION: monopoly and oligopoly

- 8.1 Concept and causes of monopoly
- 8.2 Profit maximization in monopoly
- 8.3 The price discrimination monopoly
- 8.4 The loss of efficiency in the monopoly
- 8.5 Public policy towards monopoly.
- 8.6 Models of oligopoly
- 8.7 The monopolistic competition

## 17.- REFERENCES

### **BASIC:**

Pindyck Robert S y Rubinfeld Danie L. (2001, 5a. Ed.) **“Microeconomía”** Ed. Prentice Hall, España; Capítulos. 2, 3, 4, 5, 6, 7, 8, 9, 10.

Grant Robert M. (2001 reimp.) **“Dirección Estratégica, Conceptos, técnicas y aplicaciones”**. Ed. Civitas, España; Caps. 5, 6 y 7.

Keat Paul G. y Young Philip K. (2004, 4a. Ed.) **“Economía de Empresa”**. Ed. Pearson/Prentice Hall, México.

### **BIBLIOGRAPHY REFERENCE:**

Frank R. H. (2009, 7ª. Ed. ) “Microeconomía intermedia” Ed. Mc Graw Hill

Frank R. **“Microeconomía y Conducta”** Ed. Mc Graw Hill.

Schotter. **“Microeconomía, un enfoque moderno”** Ed. CECSA

## 18.- PROFESSIONAL APPLICATION

## 19.- PROFESSORS TEACHING MATTER

Mtro. Jorge Barba Chacón

## 20.- TEACHER PROFILE

## 21.- TEACHING LEARNING PROCESS

**22.- EXTRACURRICULAR ACTIVITIES**

**23.- FORMULATION, APPROVAL AND VALIDATION**

**24.- EVALUATION OF LEARNING**

Preparation of cases in each chapter 10%  
2 Midterms 70%  
Presentation of a research paper 20%

**25.- CURRICULAR EVALUATION**

**26.- CURRICULUM MAP**

**27.- PARTICIPANTS AND DATE OF PROCESSING PROGRAM**

2015