

Course Introduction and Syllabus

Zhejiang University

Course code: 2021036

Course title: Advanced Microeconomics

Credit: 2

Teaching hour per week: 4

Target students: 12

Prerequisites: Intermediate Microeconomics

I. Course Introduction

This course concerns about the behavior of individual economic agents and their interactions by introducing analytical foundations of microeconomic decision-making. It mainly includes four parts. The first part is the consumer theory. It studies consumers' preferences, utility and optimal choices. It shows how individual and market demands are formed. The second part is the producer theory. It investigates firms' technologies and cost curves, and studies their profit maximization and cost minimization problems. It demonstrates how firm and industry supplies are derived from optimal production choices. Part three brings the consumer theory and the producer theory together into models of prices and outputs under different market structures such as monopoly and oligopoly. Topics in game theory and business strategies will be briefly covered. Part four examines market failures by discussing issues of externality and public goods. Students will learn concepts, theories and analytical methods in microeconomics, and will be able to apply them to analyzing economic problems.

II. Teaching Objectives

i. Learning Objectives

LO1.1 Students will be able to demonstrate awareness of global dimensions or multicultural perspectives.

LO1.2 Students will be able to analyze business problems in the global context.

LO2.1 Students will be able to generate innovative ideas.

LO2.2 Students will be able to create innovative solutions.

LO3.1 Students will understand how to analyze business opportunities.

LO3.2 Students will understand how to integrate resources effectively.

- LO3.3 Students will understand principles to evaluate the risks in business.
- LO4.1 Students will be able to demonstrate knowledge in multidiscipline such as management, economics and data science.
- LO4.2 Students will be able to gain abilities in theoretical modeling and quantitative analysis.
- LO4.3 Students will be able to apply appropriate theories and methods to solve theoretical or practical problems.
- LO5.1 Students will be able to analyze the realistic issues in social and economic development.
- LO5.2 Students will be able to consider ethical issues during decision-making.

ii. Measurable Learning Outcomes

- (1) Students will acquire solid knowledge of concepts, theories and models of microeconomics.
- (2) Students are expected to apply the knowledge to analyze economic problems in reality.
- (3) Students shall consider ethical issues during decision-making.

III. Course Requirements

i. Teaching Methods and Requirements

Lecturing (87.5%), which includes discussions, case studies and video presentations.

Teamwork (12.5%), which is a presentation that uses the knowledge learned in this course to solve a social or business problems in reality.

ii. Course Evaluation and Grading

Final exam (60%), teamwork (40%)

IV. Teaching Schedule

Week 1: An example of economic models, budget, preferences

Week 2: Utility and choices, demand (Slutsky's equation)

Week 3: Market demand, consumer's surplus, technology and profit maximization

Week 4: Cost minimization, cost curves, firm and industry supplies

Week 5: Equilibrium, auctions, and exchange

Week 6: Monopoly, oligopoly and game theories

Week 7: Asymmetric information, externalities and public goods

Week 8: Teamwork presentation

V. References and Recommended Readings

Hal R. Varian (2010). Intermediate Microeconomics, A Modern Approach (8th edition). W.W. Norton & Co.

Varian, Hal R. Microeconomic Analysis: 3rd ed. W.W. Norton & Co., 1992

Mas-Colell A., M.D. Whinston & J.R. Green, Microeconomic Theory, Oxford Univ. Press,
1995.

VI. Website for Teaching Materials