



COURSE SYLLABUS

Ekonomisk analys av marknader, företag och branscher

Economic Analysis of Markets, Firms and Industries

7.5 credits (7,5 högskolepoäng)

Course code: IY2612

Main field of study: Industrial Economics and Management

Disciplinary domain: Technology

Education level: Advanced level

Specialization: AIN - Second cycle, has only first-cycle course/s as entry requirements

Subject area: Industrial Engineering and Management

Language of instruction: The language of instruction is English.

Applies from: 2019-11-01

Approved: 2019-10-25

1. Decision

This course is established by Dean 2019-10-17. The course syllabus is approved by Head of Department of Industrial Economics 2019-10-25 and applies from 2019-11-01.

2. Entry requirements

Bachelor's Degree in Engineering of 180 credits in science excluding industrial economics and management. Mathematics/Applied Mathematics/Mathematical statistics 30 credits. English 6.

3. Objective and content

3.1 Objective

The purpose of the course is to introduce students to the study of how individuals, policymakers and firms use microeconomic tools and models to analyze and solve real world economic problems. The course aims to enable students to: understand how markets work, apply the analysis of supply and demand for various kinds of goods and services under different market conditions, as well as understand producer and consumer theory.

3.2 Content

- Basic microeconomic concepts
- The allocation of scarce resources
- Consumer theory
- The theory of the firm
- Producer theory
- Market structure
- Price theory under imperfect competition

4. Learning outcomes

The following learning outcomes are examined in the course:

4.1 Knowledge and understanding

On completion of the course, the student will be able to:

- demonstrate understanding of the basic model of supply and demand
- demonstrate understanding of consumer choice
- demonstrate understanding of production and cost curves
- demonstrate understanding of the theory of monopoly, oligopoly and perfect competition for different types of products and services.

4.2 Competence and skills

On completion of the course, the student will be able to:

- analyse markets using microeconomic theory
- apply microeconomic theory to solve real world problems
- apply microeconomic theory to consumer choice
- apply production and cost functions to solve real world problems

4.3 Judgement and approach

On completion of the course, the student will be able to:

- evaluate and critically assess the competitive environment, return and survival likelihoods for companies under different market conditions.

5. Learning activities

The course includes lectures, seminars, group work and individual study. The course will be examined on a continual basis.

6. Assessment and grading

Modes of examinations of the course

Code	Module	Credits	Grade
1910	Written assignment 1	2.5 credits	GU
1920	Written assignment 2	2 credits	GU
1930	Written examination	3 credits	AF

The course will be graded A Excellent, B Very good, C Good, D Satisfactory, E Sufficient, FX Fail, supplementation required, F Fail.

The course-PM for each course revision should include the assessment criteria and make explicit in which modes of examination that the learning outcomes are assessed.

An examiner can, after consulting the Disability Advisor at BTH, decide on a customized examination form for a student with a long-term disability to be provided with an examination equivalent to one given to a student who is not disabled.

7. Course evaluation

The course evaluation should be carried out in line with BTH:s course evaluation template and process.

8. Restrictions regarding degree

The course can form part of a degree but not together with another course the content of which completely or partly corresponds with the contents of this course.

9. Course literature and other materials of instruction

Michael Baye and Jeff Prince (latest edition): Managerial Economics and Business Strategy, McGraw-Hill
Scientific articles and other teaching material with a maximum limit of 500 pages.