



COURSE DATA

DATA SUBJECT

Code: 35807
Name: Introductory economics
Cycle: OCU Studies / Undergraduate Studies
ECTS Credits: 6
Academic year: 2026-27

STUDY (S)

Degree	Center	Acad. year	Period
1313 - Degree in Business Management and Administration	Facultat d'Economia	1	First quarter
1330 - Degree in Business Management and Administration (Ontinyent)	Facultat d'Economia	1	First quarter
1921 - Double Degree Program BMA and Law	Facultat d'Economia	1	First quarter
1926 - Double Degree Program Tourism and BMA	Facultat d'Economia	1	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1313 - Degree in Business Management and Administration	Economics	BASIC
1330 - Degree in Business Management and Administration (Ontinyent)	Economía	BASIC
1921 - Double Degree Program BMA and Law	Year 1 compulsory subjects	BASIC
1926 - Double Degree Program Tourism and BMA	Asignaturas de formación básica de primer curso	BASIC

COORDINATION

DIAZ MAYANS MARIA ANGELES

GUMBAU ALBERT MARIA MERCEDES

ALEPUZ CHAQUES MARIA DOLORES

SUMMARY

This course is part of Economics that, as a matter of basic training, is taught in the 1st semester of 1st year of the degree in ADE, ADE-DERECHO and TADE. Economics further comprises the subject of Microeconomics (6 ECTS, that is taught in the 1st year, 2nd semester of the mentioned degree).

This course aims to acquaint the student with the principles of economic analysis, providing a first contact



with the understanding of the basic functioning of markets, both at micro and macro levels. This knowledge is key for any professional in the world of business and management and in the world of law. In this subject, you will learn the fundamentals of decision making by firms and consumers, as well as you will understand the macroeconomic environment in which the firms act in an economy.

The contents of the course Introductory Economics are continued in the subjects of Microeconomics (6 ECTS 1er year, 2nd semester) and Macroeconomics (Compulsory, 6 ECTS, 2nd year). Economic analysis provides a basis also for the estimation of models in the Econometrics course (Compulsory, 6 ECTS, 3rd year, 1st semester).

This course is divided into two groups of subjects: a first set of basic principles and Microeconomics, and a second set of Macroeconomics. In the first set, we study the basic principles of Economics, the markets (demand and supply), the elasticity and their applications, and efficiency and the fundamentals of social welfare analysis. In the second set, we study the basic macroeconomic concepts, aggregate supply (production and growth), the functioning of the economy in the long run and the fundamentals of the monetary system.

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

On assume previous knowledge corresponding to first and second high school in the field of humanities and social sciences. Specifically, to successfully tackle this subject, it is desirable that the student has a level of basic mathematics (solving equations with one or two unknowns and basic partial derivatives) and a minimal familiarity with graphical analysis and consultation of information in the network.

COMPETENCES / LEARNING OUTCOMES

1313 - Degree in Business Management and Administration

Be able to adapt to new situations.

Be able to analyse and search for information from different sources.

Be able to apply analytical and mathematical methods for the analysis of economic and business problems.

Be able to apply economic principles for the diagnosis and resolution of social problems such as immigration, discrimination and others that affect society and the market.

Be able to carry out strategic diagnoses in complex and uncertain environments using the appropriate methodologies to resolve them.



Be able to contribute positively to raising awareness of environmental and social issues and to overcoming all forms of discrimination, as essential factors for economic development and poverty alleviation.

Be able to coordinate activities.

Be able to express oneself in formal, graphic and symbolic languages.

Be able to identify the sources of relevant economic information and their contents, and to understand economic institutions as the result and implementation of theoretical or formal approaches to how the economy works.

Be able to learn autonomously.

Be able to make decisions.

Be able to make decisions under certainty and uncertainty environments.

Be able to negotiate and reconcile interests effectively.

Be able to solve problems.

Be able to transmit and communicate complex ideas and approaches to both specialised and lay audiences.

Be able to understand the functioning of the economy at an aggregate level, the determinants of growth and the causes of economic cycles.

Be able to use English in a professional environment.

Be able to use ICTs in the field of study.

Be able to work in a team.

Demonstrate capacity for analysis and synthesis.

Demonstrate oral and written communication skills in the native language.

Have critical and self-critical capacity.

Have initiative and entrepreneurial spirit.

Have organisation and planning skills.

Know the principles of economic analysis and its application to the diagnosis and resolution of problems.

Manage time effectively.

Show creativity.

Show leadership and skills for mobilising the capacities of others.



Show motivation for quality.

Understand the keys to the functioning of the market and the effects of its different structures.

1330 - Degree in Business Management and Administration (Ontinyent)

Be able to adapt to new situations.

Be able to analyse and search for information from different sources.

Be able to apply analytical and mathematical methods for the analysis of economic and business problems.

Be able to apply economic principles for the diagnosis and resolution of social problems such as immigration, discrimination and others that affect society and the market.

Be able to carry out strategic diagnoses in complex and uncertain environments using the appropriate methodologies to resolve them.

Be able to contribute positively to raising awareness of environmental and social issues and to overcoming all forms of discrimination, as essential factors for economic development and poverty alleviation.

Be able to coordinate activities.

Be able to express oneself in formal, graphic and symbolic languages.

Be able to identify the sources of relevant economic information and their contents, and to understand economic institutions as the result and implementation of theoretical or formal approaches to how the economy works.

Be able to learn autonomously.

Be able to make decisions.

Be able to make decisions under certainty and uncertainty environments.

Be able to negotiate and reconcile interests effectively.

Be able to solve problems.

Be able to transmit and communicate complex ideas and approaches to both specialised and lay audiences.

Be able to understand the functioning of the economy at an aggregate level, the determinants of growth and the causes of economic cycles.

Be able to use English in a professional environment.

Be able to use ICTs in the field of study.

Be able to work in a team.



- Demonstrate capacity for analysis and synthesis.
- Demonstrate oral and written communication skills in the native language.
- Have critical and self-critical capacity.
- Have initiative and entrepreneurial spirit.
- Have organisation and planning skills.
- Know the principles of economic analysis and its application to the diagnosis and resolution of problems.
- Manage time effectively.
- Show creativity.
- Show leadership and skills for mobilising the capacities of others.
- Show motivation for quality.
- Understand the keys to the functioning of the market and the effects of its different structures.

DESCRIPTION OF CONTENTS

1. Basic Principles of Economics

- 1.1 The economics of scarcity and the economic approach.
- 1.2 The fundamental principles in Economics: choices and opportunity cost; interaction between economic agents, the functioning of the economy as a whole.
- 1.3 The economic models: the circular flow diagram and the production possibilities frontier.
- 1.4 Microeconomics and Macroeconomics.
- 1.5 Normative analysis versus positive analysis.

Basic Bibliography: Economics. Mankiw & Taylor, 4th edition, Ch. 1, Ch. 2 and pp. 379-384



2. Demand and Supply

- 2.1 Markets and competition.
- 2.2 The demand curve: concept and movements.
- 2.3 The supply curve: concept and movements.
- 2.4 The market equilibrium.
- 2.5 Changes in the equilibrium.

Basic Bibliography: Economics. Mankiw & Taylor, 4th edition, Ch.3

3. The elasticity and its application

- 3.1 The price elasticity of demand.
- 3.2 Elasticity of demand and revenue.
- 3.3 Other elasticities of demand.
- 3.4 The elasticity of supply.

Basic Bibliography: Economics. Mankiw & Taylor, 4th edition, Ch.4

4. Supply, demand and economic policy.

- 4.1 The control of prices.
- 4.2 The tax on products.
- 4.3 The elasticity and tax incidence.

Basic Bibliography: Economics. Mankiw & Taylor, 4th edition, Ch.8.

5. Markets and Welfare.

- 5.1 Utility and demand. Costs and supply.
- 5.2 Consumer surplus and producer surplus.



5.3 The efficiency of market.

5.4 The market failures.

Basic Bibliography: Economics. Mankiw & Taylor, 4th edition, Ch. 7 and 9 (pp. 179-186)

6. Introduction to production function and the markets of factors.

6.1 The production function and the derived demand for labor.

6.2 The supply of labor: the choice between work and leisure

6.3 The labor market equilibrium.

6.4 The other factors of production: land and capital.

Basic Bibliography: Economics. Mankiw & Taylor, 4th edition, Ch. 17 (pp. 325-334)

7. Introduction. Basic concepts of National Accounts.

7.1 What we study in Macroeconomics?

7.2 The income and expenditure of an economy: the circular flow of income.

7.3 Measuring output: nominal GDP and real GDP.

7.4 Measuring prices: CPI and GDP deflator. Inflation.

7.5 Measuring unemployment: activity, occupation and unemployment.

Basic Bibliography: Economics. Mankiw & Taylor, 4th edition. Ch, 20, 21 and 23 (pp.476-479). Review "macro" principles in Ch. 1, and circular flow in Ch. 2.

8. The determinants of aggregate production

8.1 The production from long and short term point of view.

8.2 The aggregate production function. The aggregate supply curve in the short i long run.

8.3 Determinants of aggregate production in the long run.

8.4 Macroeconomics equilibrium

8.5 Economic growth and productivity.



Basic Bibliography: Economics. Mankiw & Taylor, 4th edition. Ch. 22, 31 and 33.

9. Money and prices in the long run.

- 9.1 Concept, types and functions of money.
- 9.2 The money supply: the role of central bank and commercial banks.
- 9.3 The monetary equilibrium: supply and demand for money.
- 9.4 The classical dichotomy and neutrality of money.
- 9.5 The velocity of money and the quantitative equation.

Basic Bibliography: Economics. Mankiw & Taylor, 4th edition, Ch. 27 and Ch. 28 (pp. 575-580)

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	30,00
Classroom practices	30,00
Total hours	60,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	2,00
Individual or group project	10,00
Independent study and work	47,00
Preparation of lessons	30,00
Preparation for assessment activities	0,00
Resolution of case studies	0,00
Total hours	89,00

TEACHING METHODOLOGY

The methodology to teach the course of Introductory Economics, in both the theoretical and practical classes, is pointing to combine the capacity of individual work with teamwork. More precisely, the methodology used can be described as follows:

- For the lectures the students will prepare in advance the basic readings that are the basis for the theoretical explanation, and the main questions that arise in these readings. The teacher will combine their explanations with the active participation of students (raising questions that can be resolved for the teacher and / or other students, solving brief issues raised by Professor, discussion in group of the aspects that attracted the most interest). It is intended that students develop both their capacity for self-



employment (working before to class), and their ability to work together, argue and defend ideas (group discussion) and their ability to communicate orally and in writing (raising their doubts on a particular subject in public and / or resolving the issues in writing referred to it).

- For practical classes students will prepare in advance a set of exercises and case studies to work in the classroom. On the one hand, each student must prepare individually these tasks and, on the other hand, we will ask students (either individually or in groups) to solve and expose in the classroom some of these tasks for the rest of the students. Some of the tasks can be based on the search for information on the websites of recognized institutions and media. It is intended that students develop their ability to organize forms of group work, problem solving, oral and written communication, coordination of activities and search for information on reliable sources.

The proposed tasks, both individual and group work, may result in "assignments" to be evaluated by the teacher.

EVALUATION

Marks in the course of Introductory Economics will be obtained from consideration of the following aspects, in this order:

- Written exam done at the end of the course consisting of theoretical and practical questions and questions about a text.
- Assessment of practical activities developed by the student during the course, as test and problem solving or preparation of papers or presentations.
- Continuous assessment of students based on their participation and involvement in the teaching-learning process.

In the course of Introductory Economics final mark was as follows: 30% of it is the evaluation of the various activities done throughout the course and active student participation in the classroom, and the remaining 70% corresponds to the final synthesis test, that consists of a written exam.

The final synthesis test is mandatory and is a prerequisite for overcoming pass the course. It will be considered approved if the student gets 5 out of 10, for what he may combine continuous assessment and final synthesis test.

The grading in Continuous Assessment activities is non-recoverable in the first exam attempt. If the student chooses not to carry out the continuous assessment tasks, he can only get the points in the final test (7 maximum over 10) and he needs to get a 5 out of 7 in this test to pass the course. If the final synthesis test is not passed, the grade to be included in the certificate shall be determined from the weighted sum of the scores from continuous assessment and final synthesis test, but shall, in no case, exceed 4.5 (fail).

However, in the second exam attempt, students may keep the evaluation system of the first exam attempt or base their mark on a single final exam.



REFERENCES

- Economía, N.G.Mankiw and M.P. Taylor (2017), 3ª Edición. Ed.Paraninfo
- Economics, N.G.Mankiw and M.P. Taylor (2023), 6th edition. Cengage Learning
- Economics, N.G.Mankiw and M.P. Taylor (2017), 4th edition. Cengage Learning
- Principios de Economía, N.G.Mankiw, (2012) 6ª edición. Ed. Paraninfo
- Fundamentos de Economía, P. Krugman, R. Wells and K. Graddy (2014), 3ª edición. Ed. Reverte.
- Fonaments d'Economia, P. Krugman, R. Wells and K. Graddy (2013), 1ª edició. Ed. Reverte.
- Introducción a la Economía: Teoría y Práctica, Blanco, J. M. y J. Aznar, (2014) 4ª edición. Ed. McGraw-Hill. 2014
- The Economy, The CORE team. <https://core-econ.org/the-economy/book/text/0-3-contents.html>