



Course Syllabus

Department/Faculty Applied Social Science Center
Graduate Program Economics and Markets –Professional Master’s
Degree <input type="checkbox"/> Academic Master’s <input type="checkbox"/> Doctorate (PhD) <input checked="" type="checkbox"/> Professional Master’s
Course Name Microeconomics: Business (Managerial) Economics
Professor(s) Vladimir Fernandes Maciel
Office hours 48 hours
Course Overview Deepening questions about market forces (supply and demand). Characterization of individual behavior in Microeconomics. Search for understanding the production process and the related costs. Analysis of firm and industry behavior. Seeking to understand the basis of management in competitive, monopolistic and monopolistically competitive markets. Study of the basic models of oligopolies. Topics in Game Theory.
Topics outline <input type="checkbox"/> Deepening questions about market forces (supply and demand). <input type="checkbox"/> Characterization of individual behavior in Microeconomics. <input type="checkbox"/> Search for understanding the production process and the related costs. <input type="checkbox"/> Analysis of firm and industry behavior. <input type="checkbox"/> Seek to understand the basis of management in competitive, monopolistic and monopolistically competitive markets. <input type="checkbox"/> Study of the basic models of oligopolies. <input type="checkbox"/> Discussion on price discrimination and pricing strategies of companies. <input type="checkbox"/> Topics in Game Theory.
Letter Grade Assignment Grade A (Excellent) - Grade points between 9 and 10 Grade B (Good) - Grade points between 8 and 8.9 Grade C (Satisfactory) - Grade points between 7 and 7.9 Grade D (Unsatisfactory) - Grade points between 0 and 6.9



Texts, Materials, and supplies

READINGS

BAYE, Michael R. Economia de Empresas e Estratégias de Negócios. 6ª edição. ArtMed, 2010.
KREPS, David M. A course in microeconomic theory. New York: Harvester Wheatsheaf, 1990.
VARIAN, Hal R. Microeconomic analysis. 2. ed. New York: W. W. Norton, 1984.

RECOMENDED READINGS

FIANI, Ronaldo. Teoria dos jogos: com aplicações em economia, administração e ciências sociais. 3. ed. Rio de Janeiro: Elsevier, 2009.
JEHLE, Geoffrey Alexander. Advanced microeconomic theory. 2º ed. Reading: Addison-Wesley, 1998.
MAS-COLELL, Andreu; WHINSTON, Michael D.; GREEN, Jerry R. Microeconomic theory. New York: Oxford University Press, 1995.
MCGUIGAN, James R.; MOYER, R. Charles; HARRIS, Frederick H. deB. Economia de empresas: aplicações, estratégias e táticas. São Paulo: Cengage Learning, 2010.
NICHOLSON, Walter. Microeconomic theory: basic principles and extensions. 9th ed. Mason, OH: Thomson South Western, 2005.
VARIAN, Hal R. Microeconomia: princípios básicos, uma abordagem moderna. Rio de Janeiro: Elsevier, 2006.