

## COURSE OUTLINE

### 1. GENERAL

<b>SCHOOL:</b>	BUSINESS AND ECONOMICS		
<b>DEPARTMENT</b>	BUSINESS ADMINISTRATION		
<b>DIVISION</b>	TOURISM AND HOSPITALITY MANAGEMENT		
<b>LEVEL OF STUDY</b>	UNDERGRADUATE		
<b>COURSE UNIT CODE</b>	<b>3101102</b>	<b>SEMESTER OF STUDY</b>	<b>1</b>
<b>COURSE TITLE</b>	MICROECONOMICS		
<b>COURSEWORK BREAKDOWN</b>		<b>TEACHING WEEKLY HOURS</b>	<b>ECTS Credits</b>
Lectures and Workshops-Project Work		4	4
<b>COURSE UNIT TYPE</b>	Special Background Course		
<b>PREREQUISITES :</b>			
<b>LANGUAGE OF INSTRUCTION/EXAMS:</b>	Greek		
<b>COURSE DELIVERED TO ERASMUS STUDENTS</b>	Yes (in English)		
<b>MODULE WEB PAGE (URL)</b>	<a href="http://moodle.teipir.gr/course/info.php?id=276">http://moodle.teipir.gr/course/info.php?id=276</a>		

### 2. LEARNING OUTCOMES

<b>Learning Outcomes</b>
<p>Microeconomics is the study of economic actions of individuals and well defined groups of individuals. The theories of individual behavior, price determination, perfect competition, oligopoly, consumers' behavior are the main topics which are examined and analyzed. A mathematical background is necessary as it enlarges the economist's tools and widens the range of possible inferences from initial assumptions.</p> <p>Upon successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> <li>• understand the enterprises' operation</li> <li>• understand the operation techniques of the enterprises and the formation of the products' prices</li> <li>• analyze the consequences of the financial parameters' alterations on the enterprises' operation</li> <li>• analyze the complexity of economic variables with the use of social-economic exercises and the help of diagrams.</li> </ul>
<b>General Skills</b>
<p>Search, analysis and development of skills            Good understanding of the complication of the economic variables            Good knowledge of the techniques used to investigate the environment in which a firm operates            Planning and management of projects</p>

### 3. COURSE CONTENTS

<p>The course is organized around topics such as:</p> <ol style="list-style-type: none"> <li>1. An Introduction to Microeconomics</li> <li>2. Consumer behavior</li> <li>3. Theory of Demand and Supply</li> <li>4. Production and Cost</li> <li>5. Perfect Competition</li> </ol>
--

6. Imperfect Competition

**4. TEACHING METHODS - ASSESSMENT**

<b>MODE OF DELIVERY</b>	In-Class	
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGY</b>	Power point Diagrams LMS of PUAS	
<b>TEACHING METHODS</b>	<b><i>Method description</i></b>	<b><i>Semester Workload</i></b>
	Lectures	26
	Class work/Workshop	26
	Preparation of Individual Project	20
	Independent and Directed Learning	28
	<b><i>Total</i></b>	<b>100</b>
<b>ASSESSMENT METHODS</b>	I. <b>Final Examination</b> (80%), which includes multiple choice questions or/and topics for elaboration II. <b>Individual Project</b> (20%)	

## 5. Resources

- Georgakopoulos T., Lianos T., (2007). Introduction to Political Economy, Benos Publishing (in Greek)
- Kotti G., Kotti A., (200). Contemporary Microeconomic, Benos Publishing (in Greek)
- Samuelson P., Nordhaus W., (2000). Economic, Volume A, Papazisis Publishing (in Greek)
- Krugman P., Wells R., (2011), Microeconomic, Epikentro Publishing (in Greek)
- Ferguson K., (2004). Basic Principles of Economic Theory, Kritiki Publishing (in Greek)
- Mankiw G., (2001), Principles of Economic, Volume A, Τυπωθήτω Publishing (in Greek)
- Heilbroner R., (2000). Philosophers of the Economic World, Kritiki Publishing (in Greek)
- Becker G., Posner R., (2009), Economic insights, from marriage to terrorism, The University of Chicago Press
- Mankiw G., (2006). Principles of Microeconomics, Thompson South-Western
- McConnell C., Brue S., Flynn S., (2012). Microeconomics, McGraw-Hill

### Internet Sources

<https://www.coursera.org/>

<https://www.udacity.com/>

<https://webcast.grnet.gr/>

<http://www.blod.gr/default.aspx>