

Capital University of Economics and Business

Overseas Chinese College

Course Syllabus

Year and Semester	2026 Fall						
Course Name	Micro Economics						
Course Code	BC201						
Course Type	☐ General Education (Required) ☐ General Education (Elective) ☐ Basic Disciplinary Course ☒ Professional Course (Required) ☐ Professional Course (Elective) ☐ Professional Course (Expanded) ☐ Professional Course (Advanced)						
Course Credits	2						
Course Hours	Total Hours	Class	34	Lecture Hours	34	Experiment (Computer) Hours	0
Applicable object	☐ Freshman ☒ Sophomore ☐ Junior ☐ Senior						
	☒ Business Administration (Accounting)						
	☒ Information Management and Information Systems (Finance)						
Prerequisites	None						
Instructor	Xueying Zhu/Qian Zhang						
Contact Information	Office: C204						
	Tele: 83951085						
	Email: Xueying Zhu: xyzhu1114@163.com Qian Zhang : zhangqian@cueb.edu.cn						
Office Hour	Xueying Zhu: M/T/W/F: 11:35-12:20; M: 13:30-14:15; W: 8:50-9:35 Qian Zhang: M/ W / F: 8:55-9:35; T:8:55-10:40; W:11:35-12:20						
Learning Centre	Xueying Zhu: T: 9:55-11:30; F: 18:00-20:00 (Online) Qian Zhang: T: 10:40-12:20, W:18:00- 20:00 (Online)						
Grade/Section	2025 ACCA1/ ACCA2/ BA1/ BA2/ IT1/ IT2						
Course Time/Place	2025 ACCA1: T: 13:30-15:05 (A204) 2025 ACCA2: T: 15:25-17:00 (A105) 2025 BA1: T:13:30-15:05 (A203) 2025 BA2: W:9:55-11:30 (A106) 2025 IT1: M: 9:55-11:30 (A201) 2025 IT2: M: 8:00-9:35 (A203)						
Textbook	Robert H. Frank, Principles of Microeconomics, Eighth Edition, Beijing: Tsinghua University Press, 2023.4, ISBN: 978-7-302-63231-3						

Reference Book

- Dean Karlan and Jonathan Morduch, Microeconomics, 2017, China Machine Press, China, ISBN: 978-7-111-55558-2

Course Description

This is a required basic disciplinary course for students majoring in business and economics. This course is

designed to give students an understanding of how to apply microeconomic tools to think, analyze and solve the problems around us and the world. This course will be delivered by a plenty of case studies and reference materials to help students better understand microeconomic core concepts such as supply and demand, elasticity, monopoly, as well as international trade. On completion of this course, students will have a theoretical foundation in microeconomics, they will be able to use microeconomic ways to critically analyze the choices of rational people, Chinese policies as well as the worldwide cases and etc.

Student Learning Objectives

On successful completion of this course, students should be able to:

Knowledge	- Identify the basic concepts and terminology of microeconomics; - Perform calculations on microeconomics measures; - Explain microeconomic phenomena, as well as the limitations of the models;
Capability	- Apply microeconomics models; - Solve microeconomics problems based on those models, graphically and algebraically. - Summarize microeconomics relationships using the concepts and models students have learned; - Critically analyze current microeconomics news and events in light of the concepts learned in this course.
Mindset	- Use microeconomic theory to comprehend microeconomic problems, policies and phenomenon in China as well as the world; - Comprehend the background and implications of contemporary microeconomic issues; - Understand fluctuations in the global and Chinese microeconomies and their likely effects on business as well as the wider community; - Discuss, using microeconomic thinking, appropriate strategies to protect the natural environment.

Website Source

- The Wall Street Journal, <https://wall-street.com/>
- The Economist, <https://www.economistasia.com/>
- Financial Times, <https://www.ft.com/>
- Business Week, <http://www.business-week.com/>

Teaching Methods

This course contains lectures, class discussions, homework, quizzes, presentation, test and exam. Real case and practice questions will be delivered to students as a way to test their understanding of the knowledge. There will be various interactions and real case studies in the course. This will require individual or group assignment in or after class.

Grade Criterion

Component	Weight	Description
Final Exam	20%	A cumulative final examination will be given based on all of the contents of the class. The exam paper may be composed of multiple-choice

		questions, short answer questions, essay questions, problems, and preparation of financial statements. Students should rely primarily on homework assignments to give them a sense of what they may see for material on exams.
Mid-Term Test	20%	A cumulative midterm test will be given based on all of the contents that have been taught in class. The test paper may be mainly composed of multiple-choice questions and it should be completed within 15 minutes in class.
Homework	15%	Most of the assigned homework is taken from the Exercises in the textbook. Assignments will be collected at the clearly stated date. Late assignments will not be accepted. The graded assignments will be kept by the tutor for reference and won't be returned to students.
Quizzes	15%	There will be at least 2 quizzes during the semester. Quizzes may or may not be announced in advance. It may also be used as a way to check the attendance. Quizzes will test your knowledge of both concepts and the application of those concepts.
Presentation	10%	The students will be divided into several groups to prepare a presentation. Each student is required to be involved in the presentation. The topics can be selected from the textbook or lectures. Each group need to finish a PPT related to the topic which is given and hand in the related resources to the teacher before the presentation.
Participation	10%	Individuals will be asked to participate individually in a question and answer at least 5 times during the semester. The performances should be counted in their participation.
Attendance	10%	Refer to attendance policy listed below
Total	100%	

Detailed Grade Computation

	Before Midterm	After Midterm
Attendance	5%	5%
Participation	5%	5%
Homework	5%	10%
Quizzes	5%	10%
Presentation		10%
Mid-Term Test	20%	
Final exam		20%
Total	40%	60%

Assessment of Student Performance

☞ Self-Study and Reading ability Practice

Instructor will give out the chapters or the reference books to read and use class hours to have discussion; students should be able to show a proactive attitude and ability for self-study and reading. Knowledge and oral English will be elements of homework or presentation score.

☛ Homework

Students should finish their homework by themselves. Copying from others will be treated as cheating and the homework scores will be lowered. Students should hand in all assignments on time. Late assignments will be accepted at the discretion of the instructor (i.e., when the student was ill or had an excused absence). Late assignments without reasonable proof will be reduced in score by 50%.

☛ Attendance

Because the course covers a great deal of material, attending every class session is very important for performing well.

- ♦ Being late for 15 minutes or more is considered an absence.
- ♦ Five hours or above of unexcused absences will result in the lower level of the final grade by one grade band (e.g. from C – to D +). Any excused absence must be discussed directly with the teacher.
- ♦ Absence which is more than 1/3 of the total teaching hours will cause an F (a failing grade) directly. but students are welcome to continue attending classes.
- ♦ An incomplete grade (I) will be considered in case of medical or family emergencies.

☛ Participation

- ♦ Students should participate in classes actively. Half of participation grade is determined by their presentation in class. They are encouraged to ask questions relevant to the subject and express their own opinions. Every student should respect the ideas, opinions, and questions of their classmates.
- ♦ Students should also use office hours to ask questions or talk with the instructor for good communication and effective learning.
- ♦ Frequent visiting the instructor and chatting in English during office hours is highly recommended.
- ♦ Any misbehavior and non-class related activities in class will result in the lower level of the participation grade, including ringing cell phones.
- ♦ All above behaviors will be solely evaluated by the instructor for scoring.

☛ Textbook

Students must bring the textbook to class.

Topical Course Outline

Week	Topics	Content	Homework
1	Introduction Economics and Life	Chapter 1 Thinking Like an Economist Scarcity Cost-Benefit Principle Economic Surplus Opportunity Cost Economic Models Three Important Decision Pitfalls Normative Economics versus Positive Economics	Textbook Chapter 1 Exercise

2	Specialization and Exchange	Chapter 2 Comparative Advantage The Principle of Comparative Advantage The Production Possibilities Curve The Gains from Specialization and Exchange	Textbook Chapter 2 Exercise
3	Supply and Demand Markets	Chapter 3 Supply and Demand The Market Buyers and Sellers in Markets The Demand Curve The Supply Curve Market Equilibrium Shifts in Demand Shifts in Supply	Textbook Chapter 3 Exercise
4	Elasticity	Chapter 4 Elasticity Price Elasticity of Demand Determinants of Price Elasticity of Demand Elasticity and Total Expenditure	Textbook Chapter 4 Exercise
5		Chapter 4 Elasticity (Cont.) The Price Elasticity of Supply Determinants of Supply Elasticity Income Elasticity and Cross-Price Elasticity of Demand ◆ Quiz 1	
6	Demand	Chapter 5 Demand Measuring Wants: The Concept of Utility Individual and Market Demand Curves Demand and Consumer Surplus	Textbook Chapter 5 Exercise
7	Supply & Surplus	Chapter 6 Perfectly Competitive Supply (Part 1) Determinants of Supply Revisited Supply and Producer Surplus Deadweight loss	Textbook Chapter 6 Exercise
8	Government Intervention	Chapter 7 Efficiency, Exchange, and the Invisible Hand in Action Government Intervention Price Ceilings *Price Floor	Textbook Chapter 7 Exercise
9		Chapter 7 Efficiency, Exchange, and the Invisible Hand in Action (Cont.) *Taxes Subsidies	
10	Mid-term	◆ Mid-term Test	

11	Production Cost & Perfect Competition	Chapter 6 Perfectly Competitive Supply (Part 2) Individual and Market Supply Curves Profit-Maximizing Firms in Perfectly Competitive Markets	Textbook Chapter 6 Exercise
12	Monopoly	Chapter 8 Monopoly, Oligopoly, and Monopolistic Competition Perfect and Imperfect Competition Monopolies The Monopolist's Profit-Maximizing Decision Rule	Textbook Chapter 8 Exercise
13	Game Theory	Chapter 9 Games and Strategic Behavior Using Game Theory to Analyze Strategic Decisions The Prisoner's Dilemma	Textbook Chapter 9 Exercise
14	Monopolistic Competition	Chapter 8 Monopoly, Oligopoly, and Monopolistic Competition (Cont.) *Monopolistic Competition	Textbook Chapter 8 Exercise
15	Oligopoly	Chapter 8 Monopoly, Oligopoly, and Monopolistic Competition (Cont.) *Oligopoly ◆ <u>Quiz 2</u>	
16	Presentation	✓ Presentation	
17	Revision	✓ Revision	
18		◆ <u>Final Exam</u>	

Note: Xuexitong and the WeChat group will be used as the main teaching methods. The WeChat group will be mainly used to inform the students daily study activities and tasks. Xuexitong will be used as the main study platform to organize the study activities, including PPTs and some learning materials. Some chapters or sections may be left for self-study, which are the students' duty to learn and understand, they may also be included in the quizzes or exams.

Teacher's Office Hour

- ◆ The instructor's office hour is shown in the front of the office door.
- ◆ Students are suggested to use the instructor's office hour and learning center to ask questions or talk with the instructor once at least per week for good communication and effective learning, which is recorded in the students' participation.
- ◆ The time can be scheduled by instructors or students, or both.

Cheating and Plagiarism

Cheating is not tolerated. Any student caught cheating on a quiz; test or exam will be given a mark of zero (0) for the particular work. At the beginning of the semester the definition of plagiarism will be carefully explained, when any thoughts or writings of another person are used, they must be clearly identified (usually one uses quotation marks) and the source notes. **If any student is caught cheating on any homework assignment, the highest score the student can earn in that course is a "C".**

Important Dates

Midterm Test	Week 10
Final Exam	Week 18 (Refer to the notice of the Academic Affairs Office)

***Note:** This syllabus is tentative and may be changed or modified throughout the semester. All students will be notified and a new syllabus will be given.*

Instructor:_____

Department Head:_____

