

## COURSE SYLLABUS

### Microeconomic Principles, 5 credits

*Microeconomic Principles, 5 högskolepoäng*

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Course Code: J1MPPK	Education Cycle: First-cycle level
Confirmed: Mar 30, 2026	Disciplinary domain: Social sciences (75%) and Natural sciences (25%)
Valid From: Aug 31, 2026	Subject group: Economics
	Specialised in: G1N First cycle, has only upper-secondary level entry requirements
	Main field of study: Economics

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### Intended Learning Outcomes (ILO)

On completion of the course you will be able to:

#### Knowledge and Understanding

1.1 Explain central theories, frameworks, and concepts from business administration and/or economics and apply these to clearly defined problems or cases.

1.2 Relate disciplinary knowledge to broader trends and phenomena in society.

#### Skills and Abilities

2.2 Select and apply relevant disciplinary concepts and theories to analyse phenomena and/or situations, and justify conclusions with appropriate evidence.

2.4 Apply appropriate tools, techniques, or models to analyse problems and formulate informed recommendations, recognising their opportunities and limitations.

#### Judgement and Approach

4.1 Evaluate decisions and practices from legal, ethical, and/or sustainability perspectives.

### Content

This course introduces you to the fundamental principles of microeconomics, focusing on how individuals and firms make decisions, how markets function, and how resources are allocated in society. You will learn model-based reasoning and essential analytical tools for understanding consumer and producer behaviour, market outcomes, and market failures.

In line with the programme's learning goals, the course provides a foundation for structured economic thinking and helps you develop problem-solving skills that are relevant across different fields of study. It also supports you in building transferable skills such as critically evaluating assumptions and framing complex problems in a systematic way. By working with simplified models to analyse incentives, trade-offs, and policy interventions, you will gain insights into economic reasoning that can inform decisions in business, management, and societal contexts.

The course also strengthens your ability to discuss and explain economic reasoning through problem-solving exercises, helping you build confidence in applying economic concepts and participating in academic and professional discussions in an international environment. The course serves as a solid starting point for further studies in economics and related areas.

### Connection to Research

The course is grounded in core microeconomic theory that underpins contemporary economic research. You will engage with established models and learn how economists use them to analyse economic behavior and market outcomes. The theoretical frameworks are systematically linked to empirical evidence and data-driven analysis, helping you understand how economic theories are tested and refined using real-world observations. Through this approach, you will strengthen your ability to understand and critically evaluate economic research.

### Connection to Practice

In the course, you will apply economic models to real business and policy decisions, including pricing, competition, and regulation. By working with these applications, you will develop analytical skills that are relevant for management, entrepreneurship, and public policy.

### Connection to Ethics, Responsibility, Sustainability (ERS)

ERS perspectives are integrated through analysis of market failures, externalities, inequality, and regulation. You will assess efficiency, fairness, and sustainability trade-offs, and examine how economic policies and market outcomes affect individuals, organisations, and society. You will develop the ability to reflect on responsible decision-making in line with JIBS' guiding principles.

## Type of Instruction

The course is delivered through a combination of lectures and exercises, allowing you to acquire theoretical knowledge and apply it to practical problem-solving.

Attendance is expected for scheduled on-campus sessions and may be compulsory for some sessions.

Language of instruction is English.

## Entry Requirements

General entry requirements and Mathematics 3b or 3c, and Civics 1b or 1a1+1a2. Or: Mathematics Further level 1b or Further level 1c, Civics level 1b, or level 1a1+1a2. Proof of English proficiency is required.

## Examination and Grades

The course is graded A, B, C, D, E, FX or F.

The ILOs are assessed through the following examination form:

Individual written exam (ILOs: 1.1, 1.2, 2.2, 2.4, 4.1), representing 5 credits. On-campus digital written examination covering the topics addressed in the course, including questions testing economic understanding as well as short quantitative calculations.

All parts of the compulsory examination in the course must receive a passing grade before a final grade can be set. Grades are set in accordance with JIBS grading policy.

Registration of examination:

Name of the Test	Value	Grading
Individual written exam	5 credits	A/B/C/D/E/FX/F

## Course Evaluation

The course evaluation is important for the continuous improvement of JIBS' courses and degree programmes. The examiner is responsible for ensuring that each course is evaluated, but as a student you are essential in this process. We rely on your input to understand how we can improve. At the outset of a course the student representatives are identified. In the middle of the course there should be an opportunity for the student representatives (or a larger group of students) to share reflections on how the course is progressing. At the end of the course, you will get a course evaluation survey to fill in. The

examiner will then host a debrief meeting with the student representatives to discuss improvement opportunities, based on the course evaluation data and comments.

## Other Information

As a JIBS student, you are expected to maintain strong academic integrity. You must act within the boundaries of academic rules and expectations relating to all types of teaching and examination.

Copying someone else's work is a particularly serious offence and can lead to disciplinary action. When you use someone else's work without proper citation or transparency about where it came from, you are committing plagiarism. Cutting and pasting without clearly acknowledging the original source is a textbook example of plagiarism.

You must also act responsibly when using Generative AI tools. Acting responsibly includes staying informed about the school's AI-policy, understanding what rules apply in each course, and properly declaring or disclaiming any use of generative AI. You are accountable for all content you submit, including AI-assisted material. Using AI without disclosure or beyond what is allowed in a course is a violation of academic integrity and will be subject to the same academic consequences as other forms of misconduct, which may include failing the assignment, failing the course, or further disciplinary action according to school policy.

The Jönköping University library offers online and in-person support for assisting you in identifying relevant sources, using and referencing literature, and creating texts that meet academic standards and integrity.

Other forms of academic misconduct include (but are not limited to) adding your name to a project you did not contribute to (or allowing someone to add their name), cheating during an examination, helping other students to cheat or submitting other students' work as your own, and using non-allowed electronic equipment during an examination. All such actions may result in disciplinary measures.

## Course Literature

Please note that the course literature may be revised up to eight weeks before the start of the course.

Acemoglu, D., Laibson, D., & List, J. A. (2022). *Economics* (latest edition), Pearson.