

课程详述

COURSE SPECIFICATION

以下课程信息可能根据实际授课需要或在课程检讨之后产生变动。如对课程有任何疑问，请联系授课教师。

The course information as follows may be subject to change, either during the session because of unforeseen circumstances, or following review of the course at the end of the session. Queries about the course should be directed to the course instructor.

1.	课程名称 Course Title	微观经济学 Microeconomics
2.	授课院系 Originating Department	金融系 Department of Finance
3.	课程编号 Course Code	FIN201
4.	课程学分 Credit Value	3
5.	课程类别 Course Type	专业基础课 Major Foundational Courses
6.	授课学期 Semester	春季 Spring
7.	授课语言 Teaching Language	中英双语 English & Chinese
8.	授课教师、所属学系、联系方式（如属团队授课，请列明其他授课教师） Instructor(s), Affiliation & Contact (For team teaching, please list all instructors)	杜巨澜 Julan DU 邮箱/Email: julan.du@outlook.com 刘威汉，副教授，金融系 Liu Weihan, Associate Professor, Department of Finance 邮箱 /Email: liuw@ustc.edu.cn 办公室 /office: 台州楼 522, Taizhou Building Room 522
9.	实验员/助教、所属学系、联系方式 Tutor/TA(s), Contact	
10.	选课人数限额(可不填) Maximum Enrolment (Optional)	

11. 授课方式 Delivery Method	讲授 Lectures	习题/辅导/讨论 Tutorials	实验/实习 Lab/Practical	其它(请具体注明) Other (Please specify)	总学时 Total
学时数 Credit Hours	48	无/NA	无/NA	Final Exam - 6 hours	48

12. 先修课程、其它学习要求 Pre-requisites or Other Academic Requirements	无/None
13. 后续课程、其它学习规划 Courses for which this course is a pre-requisite	
14. 其它要求修读本课程的学系 Cross-listing Dept.	无/None

教学大纲及教学日历 SYLLABUS

15. 教学目标 **Course Objectives**

本课程是微观经济学概论课程。微观经济学是经济学的一个重要分支，也是经济学学科最为基础性的部分。顾名思义，它着重分析各种不同经济主体的行为模式，包括消费，生产，市场竞争和垄断，政府干预等等。通过引入一系列基本的经济分析工具，我们探讨经济学如何为理解个人，企业和政府机构的许多行为提供独特视角。

This course introduces you to the study of microeconomics, a major field and a foundational field in economics that analyzes the behavioral pattern of various economic agents, encompassing consumption, production, market competition and monopoly, and government intervention. Building on basic analytical tools, we investigate how economics can provide insights into many behaviors of individuals, firms and government agencies.

16. 预达学习成果 **Learning Outcomes**

通过学习本课程，同学们能够对微观经济学的一系列基本论题有所了解，能够运用定性和定量的方法分析和解释经济主体的一些行为特征和政府政策的成因和后果，能够为学习金融学各类课程提供必要的微观经济学知识准备。

After taking this course you should have developed an understanding of the basic topics in microeconomics. You should be able to employ qualitative and quantitative methods to analyze and explain to others how various behaviors of economic agents and government policies can be explained by economics. You will be equipped with some necessary microeconomics knowledge for the study of various courses in finance.

17. 课程内容及教学日历（如授课语言以英文为主，则课程内容介绍可以用英文；如团队教学或模块教学，教学日历须注明主讲人）

Course Contents (in Parts/Chapters/Sections/Weeks. Please notify name of instructor for course section(s), if this is a team teaching or module course.)

第一章：绪论 - (3 学时)

在本章节中，学习者将了解微观经济学的基本主题，市场的定义，真实和名义价格的概念以及为什么要学习微观经济学等。学习者将对微观经济学的主旨意义以及本项课程的课程目标有基本的了解。

第二章：供给和需求初阶 (3 学时)

在本章节中，学习者将了解供给和需求的概念，市场机制的含义，市场均衡的含义，影响市场均衡变化的因素，供给和需求的弹性的定义和计算，短期和长期供求弹性的差异，理解和预测市场条件变化的效应，以及政府对于市场干预的影响。

第三章：消费者行为 (3 学时)

在本章节中，学习者将了解到什么是消费者偏好，预算约束，消费者选择，显示性偏好，边际效用的含义，消费者最优选择的条件，以及生活成本指数的构建方法等。

第四章：个体和市场需求 (3 学时)

在本章节中，学习者将了解什么是个人消费需求，收入变动后的收入效应和替代效应，什么是市场需求，消费者剩余的含义，消费中的网络外部性，以及如何估计市场需求函数。

第五章：不确定和消费者行为 (3 学时)

在本章节中，学习者将了解到经济学中风险的定义，人们对于风险的态度不同种类，降低风险影响的不同方法，接着会扩展到分析人们对于风险性金融资产的需求，同时还会介绍一些行为经济学的原理。

第六章：生产 (3 学时)

在本章节中，学习者将了解到经济学中对生产的技术的含义，考察两种生产过程，即短期内只有一种生产要素（劳动力）可变的情况和长期内两种生产要素（劳动力和资本）都可变的情况，理解生产过程中规模报酬递增，递减和不变等几种情况。

第七章：生产成本 (3 学时)

在本章节中，学习者将了解到生产成本的不同种类，短期成本和长期成本的差异，范围经济的含义，成本的动态变化（学习曲线）的意义，以及如何估计和预测成本。

第八章：利润最大化和竞争性供给 (4 学时)

在本章节中，学习者将了解到完全竞争市场，企业利润最大化的含义，边际收益，边际成本与利润最大化的关系，企业如何在短期内和长期内决定产出量，短期和长期内市场供给曲线的决定等。

第九章：竞争性市场分析 (4 学时)

在本章节中，学习者将比较系统地学习如何评估政府政策对于社会福利的影响。首先了解到消费者剩余和生产者剩余作为衡量社会福利的基本手段，其次了解到竞争性市场的效率的含义，接着运用这些分析工具来分析最低价格，价格支持和产量配额，进口配额和关税，税收和补贴的效应。

第十章：市场势力：卖方垄断和买方垄断 (4 学时)

在本章节中，学习者将了解到什么是垄断，垄断势力，垄断势力的源泉，市场垄断的社会成本，买方垄断，买方垄断势力，以及政府的反垄断政策。

第十一章：市场势力下的市场定价 (4 学时)

在本章节中，学习者将了解到垄断厂商如何攫取消费者剩余，价格歧视的含义，跨时段价格歧视和高峰期定价策略，两阶段定价方法，捆绑销售和广告的经济分析。

第十二章：垄断竞争和寡头垄断 (4 学时)

在本章节中，学习者将了解到垄断竞争，寡头垄断，价格竞争，竞争与串谋定价，囚徒陷阱与寡头垄断定价的关系，卡特尔垄断组织等。

第十三章：一般均衡和经济效率 (4 学时)

在本章节中，学习者将了解到一般均衡分析的含义，交易的效率，公平和效率，生产的效率，自由贸易的收益，竞争性市场的效率性，以及市场为何有时失灵。

第十四章：外部性和公共产品（3 学时）

在本章节中，学习者将了解到外部性和市场失灵的含义，产权在解决外部性问题中的重要性，公共财产和公地悲剧，公共产品的供给，公共产品的私人偏好的衡量等。

Chapter 1: Preliminaries (3 Hours)

In this chapter, learners will be provided with an overview of the basic themes of microeconomics, the definition of markets, the difference between real and nominal prices, and understand why they need to learn microeconomics. The learners will have a basic understanding of the themes and significance of microeconomics, and the objectives to achieve in learning microeconomics.

Chapter 2: The Basics of Supply and Demand (3 Hours)

In this chapter, learners will learn about the concepts of supply and demand, the market mechanism, the market equilibrium, the factors affecting the changes in market equilibrium, the definitions and calculations of the elasticities of supply and demand, the differences between short-run and long-run elasticities of supply and demand, the understanding and prediction of the effects of the changes in market conditions, and the impacts of government intervention in markets.

Chapter 3: Consumer Behavior (3 Hours)

In this chapter, learners will learn the concepts of consumer preferences, budget constraints, consumer choice, revealed preference, marginal utility, the law of diminishing marginal utility, conditions for optimal consumer choices, and the approaches to constructing cost-of-living indexes.

Chapter 4: Individual and Market Demand (3 Hours)

In this chapter, learners will learn the concepts of individual demand, the income and substitution effects induced by price changes, the concepts of market demand, consumer surplus, network externalities in consumption, and the methods of empirical estimation of demand.

Chapter 5: Uncertainty and Consumer Behavior (3 Hours)

In this chapter, learners will learn about the definition of risk in economics, the different types of attitudes toward risks, and different ways to reduce the effects of risks and uncertainty. Learners will then understand how to analyse the demand for risky assets. Some basic concepts of behavioural economics will also be introduced.

Chapter 6: Production (3 Hours)

In this chapter, learners will learn about the definition of the technology of production in economics, and understand two types of production functions, i.e., production with one variable input (labor) in the short run and production with two variable inputs (labor and capital) in the long run. Learners will also learn the concepts of increasing, constant and diminishing returns to scale.

Chapter 7: The Cost of Production (3 Hours)

In this chapter, learners will learn about the different types of production costs, the differences in short-run and long-run costs, the concepts of economies of scope, the dynamic changes in costs (learning curve), and the estimation and prediction of costs.

Chapter 8: Profit Maximization and Competitive Supply (4 Hours)

In this chapter, learners will learn about the concepts of perfectly competitive markets, firms' objective of profit maximization, marginal revenue, marginal cost and profit maximization. Learners will understand how firms choose output in the short run and in the long run, and the short-run and long-run market supply curves.

Chapter 9: The Analysis of Competitive Market (4 Hours)

In this chapter, learners will learn systematically how to assess the impacts of government policies on social welfare. Learners will first understand the concepts of consumer surplus and producer surplus and their roles as basic tools in measuring social welfare changes. Next, learners will learn the meaning of the efficiency of a competitive market. Learners will then use these analytical tools to assess the effects of various government economic policies such as minimum prices, price supports and production quotas, import quotas and tariffs, and taxes or subsidies on social welfare.

Chapter 10: Market Power: Monopoly and Monopsony (4 Hours)

In this chapter, learners will learn about the concepts of monopoly, monopoly power, the sources of monopoly power, the social costs of monopoly power, monopsony, monopsony power, and the government's antitrust laws to limit market

power.

Chapter 11: Pricing with Market Power (4 Hours)

In this chapter, learners will learn about how monopolists capture consumer surplus, the different types of price discrimination, intertemporal price discrimination and peak-load pricing strategies, the two-part tariff, bundling, and advertising.

Chapter 12: Monopolistic Competition and Oligopoly (4 Hours)

In this chapter, learners will learn about the concepts of monopolistic competition, oligopolistic competition, price competition, competition versus collusion, the prisoner's dilemma and its implications for oligopolistic pricing, and cartels.

Chapter 13: General Equilibrium and Economic Efficiency (4 Hours)

In this chapter, learners will learn about the meaning of general equilibrium analysis, the efficiency in exchange, equity and efficiency, efficiency in production, the gains from free trade, the efficiency of competitive markets, and why market failures take place.

Chapter 14: Externalities and Public Goods (3 Hours)

In this chapter, learners will learn about the concepts of externalities and market failure, the importance of property rights in addressing externality problems, common property resources and the tragedy of common property, the provision of public goods, and the private preferences for public goods.

18. **教材及其它参考资料 Textbook and Supplementary Readings**

Pindyck and Rubinfeld. Microeconomics (9th Edition). Pearson Education. 清华经济学系列英文版教材, 清华大学出版社. 中国人民大学出版社有高远等翻译的中译本.

课程评估 ASSESSMENT

19. 评估形式 Type of Assessment	评估时间 Time	占考试总成绩百分比 % of final score	违纪处罚 Penalty	备注 Notes
出勤 Attendance				
课堂表现 Class Performance				
小测验 Quiz				
课程项目 Projects		20		
平时作业 Assignments		15		
期中考试 Mid-Term Test		30		
期末考试 Final Exam		35		
期末报告 Final Presentation				

其它（可根据需要
改写以上评估方
式）
Others (The
above may be
modified as
necessary)

--	--	--	--

20. 记分方式 GRADING SYSTEM

- A. 十三级等级制 Letter Grading
 B. 二级记分制（通过/不通过） Pass/Fail Grading

课程审批 REVIEW AND APPROVAL

21. 本课程设置已经过以下责任人/委员会审议通过
This Course has been approved by the following person or committee of authority

--

