

TEACHING GUIDE

APPLIED MICROECONOMICS

GRADO EN TURISMO (INGLÉS)

ACADEMIC YEAR 2026-27

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I.-Subject Identification

Type	FORMACIÓN BÁSICA
Teaching period	1 course, 2Q semester
Nº of credits	6
Language in which the subject is taught	English

II.-Presentation

This course provides a broad overview of microeconomics suitable as an introduction to the field for all undergraduates. It is designed to develop microeconomics students' knowledge of economic ideas in the context of contemporary issues using the tools of elementary economic analysis. Students are shown how to apply microeconomics reasoning to a range of problems relevant for understanding the mechanisms and institutions which allocate and distribute resources.

The objective of the course is the acquisition by the student of the basic knowledge appropriate in relation to the functioning of the economy in its aspects related to Microeconomics, one of the fundamental parts of the Economic Theory.

Framed within the first course of the Degree in Tourism, it is essential that master the fundamental concepts of Microeconomics, such as those of supply, demand, budget constraint or costs. The purpose is for the student to understand, interpret and apply the microeconomic concepts.

They will be able to use microeconomic information and notions, such as prices, elasticities, benefits or types of markets, not only as passive users but creating knowledge from related information.

Microeconomics is the study of the behavior of economic agents and markets. This discipline focuses on the individual behavior of the different agents that participate in an economy. Agents that can be grouped together, as consumers, firms and government.

Therefore, the aim is to achieve the following general objectives:

1. Provide an analytical and comprehensive base of the elementary economic ideas that students should use in their profession.
2. Provide students, as citizens, with a greater awareness of the social and economic implications of their private and public decisions. A goal of this nature goes beyond the scope of its professional application.
3. Obtain a sufficient basis to face future challenges, courses or difficulties related to economic theory.

III.-Learning outcomes

CG02. Ability to study independently.

CG23. Interdisciplinary teamwork

CE01. Ability to analyse the economic dimension of tourism.

CE09. Understanding of the principles of tourism: its territorial, social, cultural, legal, political, employment and economic dimensions.

CE19. Ability to convert an empirical problem into the subject of research and provide conclusions.

- Key for degrees not adapted to RD 822/21: **CB** - basic competences, **CG** - generic competences, **CE** - specific competences, **CT** - transversal competences.

- Key for degrees adapted to RD 822/21: **CON** - knowledge, **COM** - competences, **HAB** - skills.



IV.-Contents

IV.A.-Syllabus

I. Introduction

Chapter 1. Purpose and method of economics

Content: Define the objective and method of economic analysis. Distinction between Microeconomics and Macroeconomics.

Chapter 2. The market. Supply and demand

Content: Understand the functioning of markets through the concepts of supply and demand. The elasticity: concept, types and applications. The tourist market. Tourist offer and demand.

II. - Agents

Chapter 3. The consumer.

Content: Preferences. The budget constraint. Optimal decision. Demand Curve

Chapter 4. The firm.

Content: The production function. The cost function. Supply Curve. The tourist firm.

III. - Markets

Chapter 5. Competitive markets.

Content: The markets in perfect competition. The intervention of the public sector: minimum prices, tariffs, taxes and subsidies

Chapter 6. Non-competitive markets.

Content: Monopoly. Oligopoly Monopolistic competition

IV.B.-Training activities

Type	Title
Theoretical sessions	Exercises and / or theoretical and practical tests in each thematic block
Theoretical sessions	The teacher can propose attendance at activities related to the tourism sector (on-site or remotely)



V.-Student workload	
Theoretical sessions	30
Resolution of exercises, problems, case studies, etc.	25
Practical sessions in experimental, technological and clinical laboratories, fieldwork, etc.	0
Tests and/or exams	5
Academic tutorials	40
Related activities: conferences, seminars, etc.	8
Preparation of theoretical sessions and self-study	25
Preparation of practical tasks, exercises, case studies, projects, etc.	25
Preparation for tests and/or exams	22
Total student workload	180

VI.-Methodology and academic programme		
Type	Period	Content
Practical sessions	Week 1 to Week 15	Exercises, tests, case methodology will be carried out. Discussion of cases: use of case studies, in some real cases, allows the practical application of the theoretical knowledge acquired.
Seminars	Week 1 to Week 15	The teacher can propose attending seminars, congresses, exhibitions, that is, activities related to tourism.
Theoretical sessions	Week 1 to Week 15	Presentations made by the teacher on fundamental theoretical aspects for understanding the subject.

VII.-Assessment methods

The general assessment method is continuous as established in the *Regulation for the Assessment of Learning Outcomes* of Rey Juan Carlos University.

All the assessment systems established in the degree report must be employed, except for those that have a minimum weight of 0%, which can be used by professors in the academic years they consider relevant. Each assessment system may be applied through one or more assessment activities, consistent with the system. No assessment activity can exceed individually 60% of the overall grade for the subject.

The sum of non re-evaluable activities cannot exceed 40% of the overall grade for the subject and, in general, should not have an established minimum grade (except for practical activities in which, strictly speaking, the conditions of the ordinary call cannot be reproduced in the extraordinary call).

Those students who do not manage to pass the subject in the ordinary call, or do not attend this first call, may attend the extraordinary call only for failed re-evaluable assessment activities.

The distribution and characteristics of the assessment activities are described below.

VII.A.-Description and weight of the assessment activities

The table below summarizes the evaluation method for the course.

Assessment Activity	Weighting	Reassessable in Extraordinary Session	Minimum Grade	Content	Date
Knowledge Tests	60%	YES	5	Theoretical and practical content from topics 1 to 6	As scheduled by the faculty in the academic calendar
Practical Work / Assignments / Activities	40%	NO	No minimum grade	Practical exercises on topics 1 to 6 and/or individual or group work on the course content	Throughout the course

Final Grade Calculation:

The final grade will be the weighted average of the two components (knowledge test and practical work). The minimum grade to pass the course is 5 out of 10.

Extraordinary Exam Session

Students who fail the regular exam session or do not attend it may take a test to verify the acquisition of the competences stated in the course guide. This test will be an extraordinary exam on the official date set by the University and will cover only the reassessable part.

Early Exam Session

Given the nature of the course and the early exam session, students who apply for it and meet the requirements set out in the URJC Regulations for the Assessment of Learning Outcomes will take a comprehensive, in-person theoretical-practical test covering the entire course content.

ORDINARY EXAM SESSION

- **KNOWLEDGE TEST:** It will include theoretical and practical content. Minimum passing grade: 5 out of 10. Weighting: 60%. It will cover the material from topics 1 to 6. The test will take place in person on the date established by the faculty in the academic calendar. It is reassessable in the extraordinary session.
- **PRACTICAL WORK / ASSIGNMENTS / ACTIVITIES:** Weighting: 40%. No minimum grade required. These will be practical activities related to topics 1–6. They are NOT reassessable in the extraordinary session, as these activities aim to evaluate the student's ongoing progress, promote active participation and continuous learning, which cannot be effectively reproduced in a reassessment context.

The final grade for the course will be the weighted average of the two components. The minimum grade to pass is 5 out of 10.

EXTRAORDINARY EXAM SESSION

Students who do not pass or do not attend the regular session may take a test to verify the acquisition of the competences outlined in the course guide. This test will consist of an extraordinary exam on the official date set by the University and will only cover the reassessable portion of the test.

EARLY EXAM SESSION

Due to the nature of the course and the early exam session, students who request and are granted access (as per URJC regulations) will take a comprehensive, in-person, theoretical and practical exam that covers all course content.

VII.B.- Assessment of Students with Exemption from Class Attendance

Being granted an Academic Exemption from Class Attendance (AECA) does not automatically exempt you from participating in continuous assessment activities or mandatory in-person training activities outlined in the course guide. Once the exemption is granted, the student must contact the instructor, who may propose suitable adaptations to ensure the acquisition and proper assessment of the intended learning outcomes. The student must maintain regular communication with the instructor throughout the course to be informed of the dates of these activities, if such scheduling is not already available at the time of exemption approval.

Course with the possibility of exemption: Yes.



VII.C.- Review and Appeal of Assessment Activities

Review and appeal will be conducted in accordance with the Regulations for the Assessment of Learning Outcomes of Universidad Rey Juan Carlos.

VII.D.- Students with Disabilities or Special Educational Needs

To ensure equal opportunities, non-discrimination, universal accessibility, and greater academic success, curricular adaptations for students with disabilities or special educational needs will be coordinated by the Support Unit for People with Disabilities, by the regulations approved by the Governing Council of Universidad Rey Juan Carlos.

For these adaptations to be implemented, a curricular adaptation report must be issued by the Unit. Therefore, students with disabilities or special educational needs must contact the service to jointly analyse the available options.

VII.E.- Academic Conduct, Integrity, and Honesty

Universidad Rey Juan Carlos is fully committed to the highest standards of academic integrity and honesty. Studying at URJC entails embracing and upholding the values of integrity and academic honesty as outlined in the University's Code of Ethics.

To support this, the University has established a Code of Conduct and offers various tools (anti-plagiarism software, monitoring mechanisms) to ensure adherence to these core values collectively.

VII.B. Assessment of students with academic exemption from class attendance

Having Academic Exemption from Class Attendance (DAAC) does not imply that students are automatically exempt from participating in the continuous assessment activities or in the training activities of compulsory attendance as established in the teaching guide. Once the exemption has been granted, students must contact the subject's teaching staff, who will propose the adaptations he/she may consider relevant, as long as they guarantee the acquisition and adequate assessment of the learning goals established. Students must maintain adequate communication with the teaching staff so that they may provide information on the dates for training and assessment activities, if these are not established in the programme and available for students at the time of achieving the exemption.

Subject with possibility of academic exemption: Yes.

VII.C. Review of assessment activities

In accordance with the Regulation for the Assessment of Learning Outcomes of Rey Juan Carlos University.

VII.D.-Students with a disability or special educational needs

In order to guarantee equal opportunities, non-discrimination, universal accessibility and academic success, students with disabilities or especial education needs may request curricular adaptations to follow their studies. These adaptations will be provided by the Unit of Attention to People with Disabilities of Rey Juan Carlos University, in accordance with the regulation which regulates the service for the Attention of People with Disabilities at the University. This Unit will issue a report for curricular adaptations, so that students with disabilities or special education needs must contact the service (at e-mail discapacidad.programa@urjc.es) in order to provide relevant information for different educational alternatives.

VII.E.-Academic behaviour, academic integrity and honesty

Rey Juan Carlos University is fully committed to the highest standards of academic integrity and honesty, so studying at the URJC means assuming and subscribing to the values of integrity and academic honesty set out in the University's Ethical Code. To support this process, the University has Rey Juan Carlos University's Academic Conduct Regulation as well as different tools (anti-plagiarism, supervision...) that offer a collective guarantee for the full development of these essential values.



VIII.-Teaching resources and materials

Basic bibliography

Title: *Principles of Economics*. Author: F.H. Frank and B.S. Bernanke. New York: McGraw-Hill. (2022)

Title: *Principles of Economics*. Author: N.G. Mankiw. Publisher: Cengage Learning. (2011)

Título: Introducción a la Economía del Turismo en España. Author: Andrés Pedreño Muñoz (director); Vicente Monfort Mir (coordinator). Publisher: Civitas- (1996)

Title: *Microeconomics*. Authors: Pyndick R. and Rubinfeld S. Harlow (Essex): Pearson. (2018)

Intermediate Microeconomics: A Modern Approach. Varian, Hal R. and Melitz, Marc. 10th Ed. Norton (2024)

Consultation bibliography

IX.-Professors

Name and surname	CARLOS ALBERTO LASTRAS RODRÍGUEZ
E-mail address	carlos.lastras@urjc.es
Department	Economía Aplicada I e Historia e Instituciones Económicas
Campus	Madrid - Vicálvaro
Category	Profesor/a Ayudante Doctor/a
Academic degree	Doctor
Person responsible for the subject	Yes
Tutorial timetable	Para consultar las tutorías póngase en contacto con el/la profesor/a a través de correo electrónico
Number of quinquennia	3
Number of sexennia	0
No. of positive evaluations by Docencia	0

