

# Postgraduate Certificate Microeconomics





## Postgraduate Certificate Microeconomics

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University graduates and professionals in the field of Business Sciences who would like to further their studies in this field

Website: [www.techtute.com/us/school-of-business/postgraduate-certificate/microeconomics](http://www.techtute.com/us/school-of-business/postgraduate-certificate/microeconomics)

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# 01 Welcome

Undoubtedly, economics is a highly complex science because its activity involves an infinite number of factors, ranging from the most global, such as the production of goods and/or services at an international level, to simple personal decisions made by individuals. In this sense, it is vital for professionals to know all the factors that influence the health of the economy, but especially those that influence at the individual level and that have a great impact on companies. That is why this TECH program aims to provide professionals with the skills that will allow them to delve deeper into microeconomics and its impact on companies.



**Postgraduate Certificate in Microeconomics.**  
**TECH Global University**



“

*TECH puts in your hands the most complete and up-to-date compendium of contents on the market with the objective of enabling you to better understand microeconomics”*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Global University



### Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**100,000+**  
executives trained each year

**200+**  
different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**500+** | collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.





TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Learn with the best

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In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"*



### Analysis

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TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

---

TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



### Economy of Scale

---

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"*

This program will provide students with a multitude of professional and personal advantages, particularly the following:

**01**

### A significant career boost

---

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of participants achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of companies

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TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

---

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### Take on new responsibilities

---

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Global University community.

*We give you the opportunity to train with a team of world renowned teachers.*

# 04 Objectives

The objectives of this program are based on meeting the educational needs of Business Science professionals in the field of business microeconomics in various sectors and at various scales. In this sense, a complete and optimal program has been realistically established to lead students to academic excellence and encourage them to achieve an efficient progression in their professional careers. For all these reasons, this program will be a journey of personal and professional growth for our students that will lead them to the highest quality in expert intervention in business calculations.



“

*International experience, ethical commitment, and business acumen are some of the most sought-after traits in executives in the digital age”*

TECH makes the goals of their students their own goals too.  
Working together to achieve them.

The Postgraduate Certificate in Microeconomics qualifies students to:

01

Achieve a global and general vision of microeconomics and its implication in companies

02

Identify the basic variables in microeconomics, such as public intervention Learn about externalities and public goods, static and dynamic game theory







03

Integrate the effects of microeconomic variables within the business environment

04

Thoroughly understand the fundamentals of microeconomics

05

# Structure and Content

The syllabus for this Postgraduate Certificate has been designed and created by a team of experts in the field to respond specifically to the needs of Business Science professionals. This compendium of content has also been designed with a focus on applied learning, which will allow professionals to successfully intervene by means of a broad vision connected to real environments in the profession. Thus, this syllabus will become the student's main asset when it comes to successfully entering a labor market that increasingly demands more and more specialized professionals who are knowledgeable of microeconomics.



“

*What you study is very important. The skills and competencies you acquire are fundamental. You won't find a more complete syllabus than this one”*

## Syllabus

Microeconomics is a fragment of economics that analyzes the behavior of individual agents, such as consumers, companies, workers and investors, as well as their interrelation in various markets. Therefore, and understanding the importance that this has in the overall outcome of business economics, TECH offers students this complete Postgraduate Certificate where they will gain a comprehensive understanding of microeconomics.

This Postgraduate Certificate aims to provide business professionals with in-depth knowledge that will guide them when analyzing and successfully proposing measures at the microeconomic level. In this sense, the Postgraduate Certificate will address the concept of microeconomics, and will teach students to identify the basic variables involved, such as public intervention, externalities and public goods, and static and dynamic game theory.

Likewise, throughout the program, students will analyze a multitude of practical cases through individual practice and teamwork that will allow them to gain an in-depth understanding of microeconomics. This complete immersion in real situations will provide our students with a more complete and effective vision of this area and will help them understand how these operations will become the main professional asset when analyzing and predicting the status of an organization with a higher rate of success.

Further, the content included in this Postgraduate Certificate in Microeconomics is designed to develop skills that enable more rigorous decision-making in uncertain environments. This will enable professionals to make use of various fruitful and success-oriented mathematical operations.

This Postgraduate Certificate takes place over 6 weeks, and it consists of 1 module:

### Module 1

### Microeconomics



### Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Microeconomics completely online. Over the course of 6 weeks, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

Module 1. Microeconomics

<p><b>1.1. Microeconomics: Welfare and Typology of Market Failures</b></p> <p>1.1.1. Microeconomics          1.1.1.1. Microeconomics Principles and Concepts          1.1.1.2. Production          1.1.1.3. Consumer Sovereignty          1.1.1.4. Economic Agents</p>	<p>1.1.2. Welfare and Typology of Failures          1.1.2.1. Concept of Welfare          1.1.2.2. Net Present Value          1.1.2.3. Types of Failures and Market Constraints</p>	<p><b>1.2. Public Intervention, Externalities and Public Goods</b></p> <p>1.2.1. Public Intervention          1.2.1.1. The Existence of Public Goods          1.2.1.2. State Intervention</p>	<p>1.2.2. Externalities          1.2.2.1. Internal Costs          1.2.2.2. External Costs or Negative Externality          1.2.2.3. External Benefits          1.2.2.4. Environmental Policy</p>
<p><b>1.3. Simultaneous Games: Normal Representation, Rationality and Information</b></p> <p>1.3.1. Simultaneous Games          1.3.1.1. Concept          1.3.1.2. Representation          1.3.1.3. Applications</p>	<p>1.3.2. Types of Simultaneous Games          1.3.2.1. Symmetrical and Asymmetrical Simultaneous Games          1.3.2.2. Other Types          1.3.3. History of Game Theory</p>	<p><b>1.4. Dynamic Games: Extensive Representation, Perfect and Imperfect Information</b></p> <p>1.4.1. Extensive Form Representation          1.4.1.1. From Extensive to Normal Form: Strategy</p>	<p>1.4.2. Backward Introduction and Sub-Game Perfect Nash Equilibrium          1.4.2.1. Sequential Rationality and Nash Equilibrium          1.4.2.2. Backward Introduction Procedure          1.4.2.3. Sub-Games with Perfect Information          1.4.3. Stackelberg's Duopoly Model          1.4.3.1. Concept          1.4.3.2. Applications</p>
<p><b>1.5. Oligopoly Characteristics and Models</b></p> <p>1.5.1. Oligopoly Characteristics          1.5.1.1. Conceptualization          1.5.1.2. Difference between Oligopoly and Monopoly          1.5.1.3. Business Interdependence</p>	<p>1.5.2. Oligopoly Models          1.5.2.1. Differentiated          1.5.2.2. Concentrated          1.5.2.3. Duopolies          1.5.3. Barriers to Market Entry          1.5.3.1. Oligopoly Practices          1.5.3.2. Causes and Consequences</p>	<p><b>1.6. The Public Sector and Oligopolies</b></p> <p>1.6.1. Different Models          1.6.1.1. Cournot Competition Model          1.6.1.2. Stackelberg Competition Model          1.6.2. The Public Sector          1.6.2.1. Public Sectors and Innovation          1.6.2.2. Sector Failures          1.6.2.3. Oligopolies Worldwide</p>	<p><b>1.7. Monopolistic Competition</b></p> <p>1.7.1. The Concept of Monopoly          1.7.1.1. Context          1.7.1.2. Concepts and Definitions          1.7.2. Characteristics of Markets          1.7.2.1. Examples of Markets          1.7.2.2. Imperfect Competition</p>
<p><b>1.8. Differentiation, Equilibrium and Comparison between Perfect and Monopolistic Competition</b></p> <p>1.8.1. Differentiation          1.8.1.1. Concepts          1.8.1.2. Features          1.8.1.3. Highlights</p>	<p>1.8.2. Balance          1.8.2.1. Concept          1.8.2.2. Marginal Cost          1.8.2.3. Producers          1.8.3. Comparison</p>	<p><b>1.9. Consumer Choice Theory</b></p> <p>1.9.1. Preferences          1.9.1.1. Consumer Choice Theory          1.9.1.2. Basket of Goods          1.9.1.3. Preferences and Restrictions          1.9.1.4. Binary Relation</p>	<p>1.9.2. Indifference Curve          1.9.2.1. Concept and Definitions          1.9.2.2. Curve Maps          1.9.3. Utility Function          1.9.3.1. Concept and Definitions          1.9.3.2. U-Level Functions          1.9.3.3. Formulation and Types of Axioms</p>

**1.10. Individual Demand Curves**

- 1.10.1. Individual Demand
  - 1.10.1.1. Conceptualization
  - 1.10.1.2. Examples:

1.10.2. Demand Curves

- 1.10.2.1. Conceptualization
- 1.10.2.2. Determinants of Demand
- 1.10.2.3. Change in the Amount of Demand
- 1.10.2.4. Change in Demand

**1.11. Intertemporal Choice**

- 1.11.1. Intertemporal Preferences
  - 1.11.1.1. Marginal Rate of Time Preference (MRTP)
  - 1.11.1.2. Decreasing MRTP
  - 1.11.1.3. Current Period and Uncertainty

1.11.2. Interest Rate and Discounted Value

- 1.11.2.1. Real Interest Rate
- 1.11.2.2. Present Value
- 1.11.2.3. Budget Constraint

**1.12. Social Choice under Uncertainty and Risk**

- 1.12.1. Risk Description
  - 1.12.1.1. Analysis of Decisions
  - 1.12.1.2. Expected Value
  - 1.12.1.3. Fair Play
  - 1.12.1.4. Variability
  - 1.12.1.5. Deviations

1.12.2. Risk Preferences

- 1.12.2.1. Expected Utility
- 1.12.2.2. Risk-Averse Individuals
- 1.12.2.3. Risk-Neutral Individuals
- 1.12.2.4. Risk-Loving Individuals
- 1.12.2.5. Risk Premium and Value of Certainty

1.12.3. Risk Reduction

- 1.12.3.1. Diversification
- 1.12.3.2. Actuarial Justice
- 1.12.3.3. Reservation Price

**1.13. Asymmetric Information**

- 1.13.1. Asymmetric Information
  - 1.13.1.1. Adverse Selection
  - 1.13.1.2. Moral Hazard
  - 1.13.1.3. Asymmetric Information Theory



*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap towards a better professional future"*

06

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.







“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



07

# Our Students' Profiles

This Postgraduate Certificate in Microeconomics is a program aimed at Business and Marketing professionals who want to update their knowledge in the area of mathematical operations management applied to business, and advance their professional career towards a promising future in the field. The compendium of knowledge they will acquire after completing this comprehensive program will enable them to practice in the field with guarantees of success and to position themselves as experts in digital entrepreneurship.







“

*If you want to achieve an interesting improvement in your professional career while continuing to work, this is the program for you”*

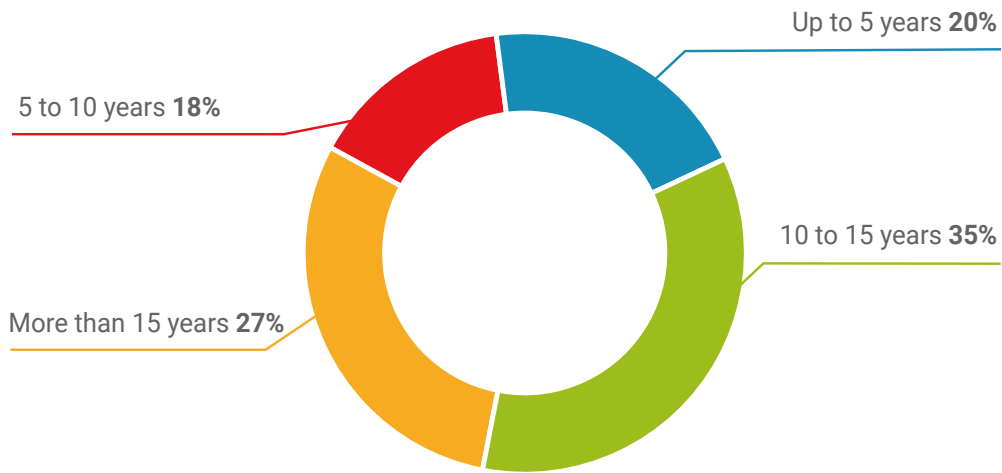
### Average Age

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Between **35** and **45** years old

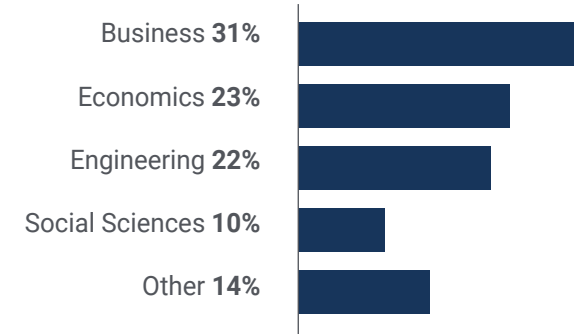
### Years of Experience

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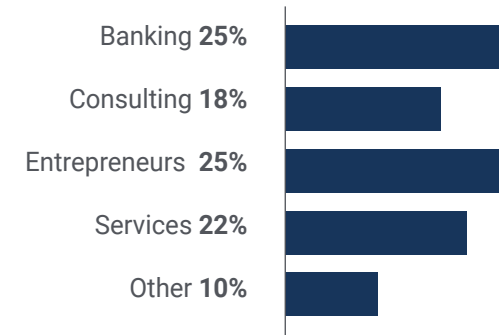
### Training

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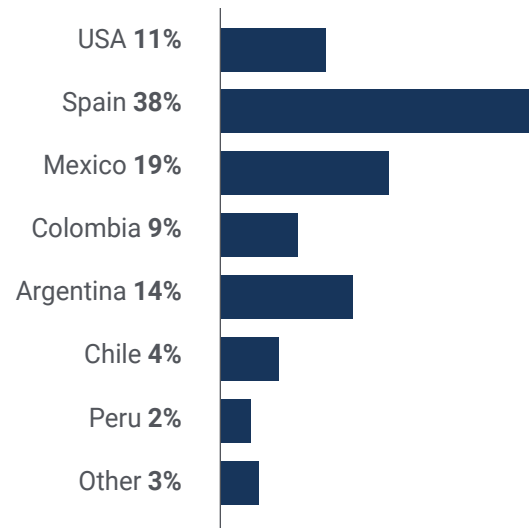
### Academic Profile

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## Geographical Distribution

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## Ximena Ordaz

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Manager

*"As a manager, having a clear and precise notion of microeconomics is fundamental, since it helps to make more accurate decisions. That is what led me to take this TECH Postgraduate Certificate, and I must say I was pleasantly surprised. I will certainly return for more training"*

08

# Impact on Your Career

TECH is aware that studying a program like this entails great economic, professional and, of course, personal investment.

The ultimate goal of this great effort should be to achieve professional growth. That is why TECH offers you all the tools you need to achieve the professional change you wish. A professional improvement that you will achieve with effort and hours of study.





“

*Our main challenge is to generate a positive change in your career path”*

### Are you ready to take the leap? Excellent professional development awaits you

With this program you will be able to drastically advance your career, although there is no doubt that, in order to do so, you will have to make an investment in different areas, such as economic, professional and personal.

However, the goal is to improve in their professional life and, to do so, it is necessary to fight.

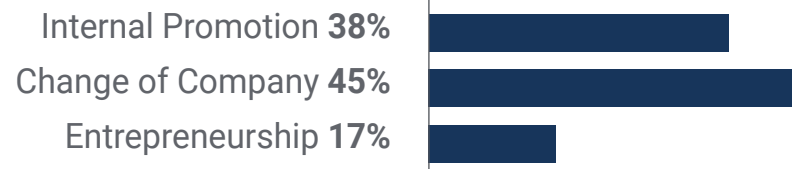
*TECH will help you boost your career in no time.*

*Thanks to this programme you will receive a large number of job offers with which you will be able to start your professional growth.*

#### When the change occurs



#### Type of change



### Salary increase

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This program represents a salary increase of more than **25.22%** for our students.



09

# Benefits for Your Company

The Postgraduate Certificate in Microeconomics contributes to elevating an organization's talent to its maximum potential by educating high-level leaders.

Participating in this program is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.







“

*You will be able to contribute new concepts, strategies and perspectives to the company that can bring about essential changes in the organization”*

Developing and retaining talent in companies is the best long-term investment.

01

### **Intellectual Capital and Talent Growth**

Bring new concepts, strategies and perspectives to the company that can bring about relevant changes in the organization.

---

02

### **Retaining high-potential executives to avoid talent drain**

This program strengthens the link between the company and the executive and opens new avenues for professional growth within the company.

03

### **Building agents of change**

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

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04

### **Increased international expansion possibilities**

Thanks to this program, the organization will come into contact with the main markets in the world economy.



05

### **Project Development**

Students will be able to work on a real project or develop new projects.

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06

### **Increased competitiveness**

This Postgraduate Certificate will equip students with the skills to take on new challenges and drive the organization forward.

# 10 Certificate

The Postgraduate Certificate in Microeconomics guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.





“

*Successfully complete this program  
and receive your university qualification  
without having to travel or fill out  
laborious paperwork”*

This program will allow you to obtain your **Postgraduate Certificate in Microeconomics** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Microeconomics**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**





## Postgraduate Certificate Microeconomics

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

# Postgraduate Certificate Microeconomics

