

Economics for Communication

UFV CODE: 1325 **ECTS:** 4.0

TYPE OF COURSE: O, 2C **HOURS:** 45

INTERNATIONAL CODE: ECO1325 **YEAR:** 2

REQUIREMENTS: None

OBJECTIVES: To give students the basic notions of economics and the principles

behind economic behaviour

COURSE DESCRIPTION: In microeconomics: to define the area covered by economics,

show how economic agents make decisions and analyze the different types of markets. In macroeconomics: to introduce the concepts of supply and demand and

study the objectives and instruments of macroeconomic policy

BIBLIOGRAPHY: MOCHON, F.: Principios de Economía. Mc Graw Hill, Madrid 2002

METHODOLOGY: Theoretical and practical classes. Students will be encouraged to

read pertinent articles from newspapers and magazines. Active participation in class:

exercises and case studies

EVALUATION: Final exam

PROFESSOR: Nieves Carmona González **LANGUAGE:** Spanish