



PRESENTACIÓN

Breve descripción: Economics may be the first contact students have with Economics as a Social Science. This subject tries to introduce the basic notions and aspects of Economics for those who are studying it for the first time or are not economists. It deals with the main topics of Economics in a didactic way so that the student can have a general vision of Economics and its method.

- **Titulación:** Journalism + Global Journalism
- **Módulo/Materia:** Module 2. Entornos del Periodismo. Subject. 1. Entorno socioeconómico.
- **ECTS:** 6 ECTS
- **Curso, semestre:** First, second semester
- **Carácter:** Compulsory
- **Profesorado:** Cristián Ducoing (cducoingrui@external.unav.es)
- **Idioma:** English
- **Aula, Horario:** Tuesdays: 10:00 a 12:00 and Fridays: 10:00 a 12:00

Students with special needs: Please, contact the instructor at the beginning of the semester.

RESULTADOS DE APRENDIZAJE (Competencias)

KNOWLEDGE

RA10 - Being familiar with the main microeconomic and macroeconomic concepts required to understand economics in today's society.

SKILLS

RA11 Being familiar with the main microeconomic and macroeconomic concepts required to understand Economics in today's society.

RA12 Being able to transmit information, ideas and solutions to both specialist and non-specialist public.

RA13 - Expressing thoughts and ideas in speech and writing in an accurate, orderly, creative fashion in order to make information available to society.

COMPETENCIES

RA24 Students should be able to think in an integrated way and deal with the problems from different perspectives. Besides, they have to be critical and give solutions to specific problems.

PROGRAMA

Unit 1: Prosperity, inequality, and planetary limits



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Unit 2: Technology and incentives

Unit 3: Doing the best you can: Scarcity, wellbeing, and working hours

Unit 4: Strategic interactions and social dilemmas

Unit 5: The rules of the game: Who gets what and why

Unit 6: The firm and its employees

Unit 7: The firm and its customers

Unit 8: Supply and demand: Markets with many buyers and sellers

Unit 9: Lenders and borrowers and differences in wealth

Unit 10: Market successes and failures

ACTIVIDADES FORMATIVAS

1. **On campus classes:** 60 hours. These classes will cover the most relevant aspects of the syllabus.
2. **Individual Study:** 80 hours. Students are expected to study all the content included in the syllabus and/or explained during theoretical and practical classes, as well as all material distributed on the Virtual Classroom platform that is considered mandatory, and the corresponding chapters of the required textbook for the course.
3. **Office hours:** 7 hours. Presenting and solving of doubts and questions with the instructor.
4. **Exam:** 3 hours. Students are recommended to read and briefly plan the time distribution before starting to answer the questions. The evaluation method is described in the section "Assessment". Students must show they have learnt the material and acquired the required competences.

EVALUACIÓN

CONVOCATORIA ORDINARIA

- Wooclap activities: 10%
- Individual activities in class: 10%
- Midterm (date: February 21st): 25%
- Final (date: check school's web): 55%

A minimum grade of 3.5 in the final exam is required to pass the subject. If the grade in the exam is lower than 3.5, the maximum final mark of the subject will be 4.5.

CONVOCATORIA EXTRAORDINARIA

- Wooclap activities: 10%
- Individual activities in class: 10%



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- Midterm (date: February 21st): 25%
- Final (date: check school's web): 55%

A minimum grade of 3.5 in the final exam (C.Ext.) is required to pass the subject. If the grade in the exam is lower than 3.5, the maximum final mark of the subject will be 4.5.

HORARIOS DE ATENCIÓN

- **Instructor:** Cristián Ducoing Ruiz cducoingruiz@external.unav.es
- Times should be scheduled by appointment.

BIBLIOGRAFÍA

- Krugman, Paul R. Fundamentos de Economía / Paul Krugman, Robin Wells, Kathryn Graddy; traducción, Alejandro Estruch Manjón; [versión española traducida por Jimena García-Pardo y Alonso de Ojeda]. 3ª ed. Barcelona [etc.]: Reverté, D.L. 2014. [Find it in the library](#)
- Mandel, Michael. (2012) *Economics: The Basics*. McGraw Hill, 2012. [Find it in the library](#)
- Vara Miguel, Alfonso (2013) *Economía básica para comunicadores*. EUNSA. [Find it in the library](#)
- Blanco Sánchez, Juan Manuel (2014) *Economía: teoría y práctica*. McGraw Hill, D.L. [Find it in the library](#)
- *The Economics Book: Big Ideas Simply Explained*. DK Publishers. [Find it in the library](#)
- Krugman, Paul and Wells, Robin. *Economics* (2018). Worth. [Find it in the library](#)
- Krugman, Paul R. (2018) *International Economics (Economía internacional): Theory and Policy*. Pearson Educación. [Find it in the library](#)

The student will have access to the following in the intranet as they become available:

- Slides for theoretical sessions