

Project Title: Economics hands-on. A simulation approach to learning microeconomics.

Project Summary (150 words maximum)

"Tell me and I'll forget; show me and I may remember; involve me and I'll understand."

Economics hands-on involves a portal that contains simulation-based tools and resources to complement the traditional teaching practices used in economics courses. The ultimate goal of the project is to make economics intuitive and enhance the students learning of the complex interaction between market structure, competition, and firms' profitability. We will achieve this by: 1) Providing free online *pricing simulation modules* that replicate the economic dynamics of real markets. These modules will be customizable according to the learning objectives and its use is not exclusive to the classroom. 2) Developing teaching material for instructors and business-case study. 3) Providing a hub for pricing resources that includes a blog, data from real markets, and related research studies. 4) Providing students with opportunities to apply their skills in an annual competition.