



## **COURSE SYLLABUS**

### **« Economics: Microeconomics »**

**Degree of higher education – Bachelor**  
**Specialization 075 Marketing**  
**Educational program: «Marketing »**  
**Academic year 2023-2024, semester I-II**  
**Form of study – full time**  
**Number of ECTS credits 5**  
**Language of instruction – English**

**Lecturer:**  
**Lecturer contact**  
**information (e-mail)**  
**Course page in eLearn**

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<https://elearn.nubip.edu.ua/course/view.php?id=1733>

### **COURSE DESCRIPTION**

*Economics is the study of tradeoff decisions such as these – which course to take, economics or psychology; which decision to make in the mornings, sleeping in or coming to class; which car to buy, Honda or Ford. Economics recognizes that we face limited opportunities and limited time and that we must, at some point, make tradeoff decisions that affect our everyday lives. How do we approach such difficult choices?*

*Microeconomics, in particular, is the study of how households and firms make these types of decisions. This course is an introduction into the kind of thinking that makes internal tradeoff decisions explicit. We will focus on gaining a sound understanding of the essential tools necessary to appropriately analyze basic microeconomic models – but applied contexts will never be far behind. You will leave this course with a better understanding of the economic way of thinking when approaching the difficult decisions that must be made every day. Most importantly, this course will present you with a method for understanding contemporary policy issues that will lead to clearer, more objective thinking.*

*Course Objective:* Microeconomics is the first subject of the training cycle in Economic Theory. Its importance and, at the same time, complexity arises from the fact that it is the first time the student becomes familiar with current economic models. Over the course the student will learn to formalize economic phenomena and gain an understanding of their workings. The course covers the basic economic models of consumer theory, production theory, and partial equilibrium.

To provide a thorough introduction to economic theory. Starting from the basic ideas of tradeoffs, opportunity cost, and the benefits of trade, we will study how the market forces of supply and demand cause prices to be what they are. We will see the sense in which market economies are efficient, and the way governments can make our economy less or more efficient. We will delve behind the supply curve to see how firms choose their production levels to maximize profits, culminating in the model of perfect competition. Time permitting, we will look at market failures such as imperfect competition (monopoly and oligopoly) and externalities.

*Requirements:* The course takes a first deep look at Microeconomics. The previous knowledge required to follow this class are divided into two parts:

- Knowledge of basic mathematics: Algebra, Probability, Optimization. Most of this knowledge is basic, and students have acquired it before University. Other parts they have learned during the first year at the University in the courses of Mathematics and Data Analysis.
- Basic knowledge of economics: Basic knowledge acquired during the first year of Bachelor studies. Building on topics covered in Introduction to Economics, in Microeconomics the student learns how to model economic reality.

**Competencies of the educational programme:**

*Integral competence(IC):* Ability to solve complex specialized tasks and practical problems in the field of marketing activity or in the learning process, which involves application relevant theories and methods and characterized complexity and uncertainty of conditions.

*General competence (GC):*

GC 4. Ability to learn and master modern knowledge

GK 5. Determination and perseverance in relation to the tasks tasks and assumed responsibilities.

*Professional (special) competencies (PC):*

PC 9. Ability to use marketing tools in innovative activity.

*Program learning outcomes (PLO):*

PLO 4. Collect and analyze the necessary information, calculate economic and marketing indicators, justify management decisions on the basis use of the necessary analytical and methodical tools

PLO 5. Identify and analyze key characteristics marketing systems of different levels, as well as features behavior of their subjects.

PLO 9. Assess the risks of marketing activities activities, set the level of uncertainty marketing environment when adopting managerial one's solutions

PLO 23. Conduct environmental research international business, analyze the situation on the world stage the market of goods and services, to determine the features and the marketing program of the company's exit to foreign markets markets.

## COURSE STRUCTURE

| Topic                                                                   | Hours<br>(lectures/<br>seminars) | Study results                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Tasks                                                                                                   | Evaluations                                |
|-------------------------------------------------------------------------|----------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|--------------------------------------------|
| First semester                                                          |                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                         |                                            |
| Midterm exam # 1. BASIC CONCEPTS OF ECONOMICS                           |                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                         |                                            |
| Topic 1. An overview of the market economy and method of microeconomics | 2/2                              | As a result of studying this topics, the student must:<br><b>know</b> the concepts: limited resources and alternative use of resources, subjects and objects of economic relations at the micro level, methods of microeconomic analysis, normative and positive microeconomics, demand, supply, comparative statics and dynamic analysis and equilibrium; demand, demand function, demand elasticity, absolutely elastic and absolutely inelastic demand, as well as the method of calculating the coefficients of direct and cross elasticity of demand, income elasticity;<br><b>understand:</b> the place of microeconomics in the general theoretical economy, the role of this field of knowledge in the formation of methodological, terminological and instrumental base of applied economics; the law of demand and its explanation, features of influence of price and non-price determinants of demand, quantitative displays of sensitivity of consumers to change of the price of a certain goods, the price of the goods connected with it, own income;<br><b>be able to:</b> explain the connection with other disciplines of theoretical economics; show the logical and structural construction of this discipline; identify the main problems of microeconomics and the main methods of research used by microeconomics; perform graphical construction of the demand line, illustrate the change in demand and demand in general, calculate the coefficients of elasticity of demand, determine the effects of changes in prices on producer earnings at different price elasticity of demand for goods. | Tests, discussion questions, solution of problems, graph analytical exercises. Independent work, Elern. | Execution and delivery of laboratory works |
| Topic 2. Demand, Supply and Price                                       | 2/2                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                         |                                            |
| Topic 3. Elasticity of the demand and supply                            | 2/2                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                         |                                            |
| Topic 4. Consumer’s behavior                                            | 4/4                              | <b>know</b> the concepts: need, good, anti-good, usefulness, rational choice, consumer balance, indifference curve, MRS;<br><b>understand:</b> the effect of the law of diminishing marginal utility of goods, Gossen's laws, the rationale for rational consumer choice;<br><b>be able to:</b> model consumer behavior taking into account the declining marginal utility of the good; calculate indicators of total and marginal utility, graphically interpret their dynamics; to find the optimal option of consumer choice on the basis of the equimarginal principle of equality of weighted marginal utility, etc; calculate the marginal rate of substitution, perform a graphical construction of the indifference curve and the budget line.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Tests, discussion questions, solution of problems, graph analytical exercises. Independent work, Elern. | Execution and delivery of laboratory works |
| Topic 5. Individual and market demand                                   | 2/2                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                         |                                            |
| Midterm exam # 1                                                        |                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                         | 100                                        |

| Midterm exam # 2. PRODUCTION, COST AND FIRM BEHAVIOR |       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                         |                                            |
|------------------------------------------------------|-------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|--------------------------------------------|
| Topic 6.<br>Production                               | 2/2   | <b>know</b> the concepts: isoquant, isocost, production function, proportional variation of factors of production, substitution effect, output effect, MRTS, X-efficiency, economies of scale;<br><b>understand:</b> the relationship between variations in factors of production, output; conditions for choosing a combination of production factors according to the criterion of minimizing costs or maximizing output, the limits of expansion of production in the short run and the optimal path of its development in the long run; the relationship between the function of production and the function of costs in the short and long term, the principle of inevitable growth of marginal costs (decrease in profitability) and its manifestation in the short and long term;<br><b>be able to:</b> perform technical and economic calculations related to the analysis and justification of management decisions to expand and curtail production; calculate production costs and perform economic justifications for choosing the minimum effective size of the enterprise and the optimal capacity of the existing enterprise. | Tests, discussion questions, solution of problems, graph analytical exercises. Independent work, Elern. | Execution and delivery of laboratory works |
| Topic 7. Costs                                       | 4/4   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                         |                                            |
| Topic 8. Perfect competitive market                  | 4/4   | As a result of studying this topics, the student must:<br><b>know</b> the concepts: perfect competition, demand of a competitive enterprise, supply curve of a competitive enterprise, profit paradox, profit maximization, loss minimization, antitrust policy, antitrust law, Herfindal index, Lerner index.<br><b>understand:</b> maximization and minimization goals of the enterprise in the short term; universal rules of conduct of the enterprise (choice of optimal volumes of production) in the conditions of change of a market situation; how market equilibrium is formed, the impact of changes in supply and demand on the state of equilibrium (equilibrium price and equilibrium volume); the mechanism of establishing the balance of the enterprise and the industry in the event of economic profits or losses;                                                                                                                                                                                                                                                                                                        | Tests, discussion questions, solution of problems, graph analytical exercises. Independent work, Elern. | Execution and delivery of laboratory works |
| Topic 9. Monopoly                                    | 4/4   | <b>be able to:</b> determine the quantity of production that maximizes profits or minimizes losses or ensures break-even operation; calculate the total profit and profit per unit of output, equilibrium prices, supply values of a competitive enterprise; to substantiate the line of conduct of the enterprise under the conditions of dynamic market conditions; to diagnose the monopoly power, to determine the optimal for the monopolist ratio of prices and volumes of output determine the optimal output of the enterprise under conditions of duopoly.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                         |                                            |
| Topic 10. Market of Monopolistic Competition         | 2/2   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                         |                                            |
| Topic 11. Oligopoly                                  | 2/2   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                         |                                            |
| Midterm exam # 2                                     |       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                         | 100                                        |
| Total for the 1-st semester                          | 30/30 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                         | 100x0,7                                    |
| Exam Test                                            |       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                         | 30                                         |

| Second semester                                       |       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                         |                                            |
|-------------------------------------------------------|-------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|--------------------------------------------|
| Midterm exam # 3. FACTOR MARKETS                      |       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                         |                                            |
| Topic 12. The Demand for Factors of Production        | 4/4   | As a result of studying this topics, the student must:<br><b>know</b> the concepts: derived demand, revenue from the marginal product of the factor, marginal factor costs, the elasticity of demand for factors of production; wages, labor discrimination, bilateral monopoly and monopsony in the labor market.<br><b>understand:</b> the economic nature of the distribution of revenues according to the theory of the market of factors of production; basics of choosing the optimal combination of factors of production to maximize the manufacturer's profit; formation of demand, supply of factors of production and pricing mechanism;<br><b>be able to:</b> calculate the rate of revenue from the marginal product, the elasticity of demand for the resource, to derive the demand function for the factor of production; determine the need for factors of production in accordance with the rules of maximizing profits and minimizing costs of the producer, determine the prices of factors and distribution of revenues through the interaction of factors of production and derivative demand for them. | Tests, discussion questions, solution of problems, graph analytical exercises. Independent work, Elern. | Execution and delivery of laboratory works |
| Topic 13. Labor market                                | 4/4   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                         |                                            |
| Topic 14. Capital market                              | 4/4   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                         |                                            |
| Midterm exam # 3                                      |       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                         | 100                                        |
| Midterm exam # 4. THE ECONOMICS OF THE PUBLIC SECTOR  |       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                         |                                            |
| Topic 15. General Equilibrium and Economic Efficiency | 2/2   | As a result of studying this topics, the student must:<br><b>know</b> the concepts: know the concept of interdependence of markets, the essence of external effects, public goods, asymmetric information; Know the causes and consequences of state intervention in the economy, as well as problems of regulation of production and consumption of public goods<br><b>understand:</b> the problems of achieving general equilibrium and know the reasons for the need for government intervention in a market economy; Understand the general conditions for the effectiveness of a competitive market system.<br><b>be able to:</b> use Edgeworth's chart to show efficiency in the economy of exchange, in production, in the allocation of resources; Distinguish between situations of partial and general equilibrium. According to the Coase theorem, if people can bargain without cost, then they can always reach an agreement in which resources are allocated efficiently. In many cases, however, reaching a bargain among the many interested parties is difficult, so the Coase theorem does not apply.       | Tests, discussion questions, solution of problems, graph analytical exercises. Independent work, Elern. | Execution and delivery of laboratory works |
| Topic 16. Externalities                               | 2/2   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                         |                                            |
| Topic 17. Public Goods and Common Resources           | 2/2   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                         |                                            |
| Midterm exam # 4                                      |       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                         | 100                                        |
| Total for the 2-nd semester                           | 15/15 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                         | 100x0,7                                    |
| Final Exam                                            |       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                         | 30                                         |
| Total for the course                                  | 45/45 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                         | 100                                        |

## ASSESSMENT POLICY

|                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|-----------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Policy regarding deadlines and resits:</b> | Works that are submitted in violation of deadlines without good reason are evaluated at a lower grade. Rearrangement of modules takes place with the permission of the lecturer if there are good reasons (for example, hospital).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Academic honesty policy:</b>               | Write-offs during tests and exams are prohibited (including the use of mobile devices). Course papers, abstracts must have correct text references to the literature used. For smooth and equitable management of the exams in this course, the following requirements should be noted. (Experienced test-takers already know all this.). Any evidence of cheating whatsoever will result in an automatic zero on the exam in question, per university policy.                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Attendance policy:</b>                     | <p>Attendance is mandatory. For objective reasons (for example, illness, international internship) training can take place individually (in online form in consultation with the dean of the faculty)</p> <p>This schedule will be followed as closely as possible, but, as may happen, we may at points in the course find ourselves a little ahead, or a little behind of schedule. To keep abreast of what will be required of you in the exams your best bet is to come to class. Your second best bet is to check the course website for announcements and updates. You are expected to read all required material BEFORE coming to lecture – believe me, this is in your best interest as it will aid in your understanding of the material, and also help you to participate in what I hope will be an active and lively classroom discussion.</p> |

## SCALE OF ASSESSMENT OF STUDENT KNOWLEDGE

| Student rating, points | National grade based on exam results |            |
|------------------------|--------------------------------------|------------|
|                        | exams                                | credits    |
| 90-100                 | excellent                            | passed     |
| 74-89                  | good                                 |            |
| 60-73                  | satisfactory                         |            |
| 0-59                   | unsatisfactory                       | not passed |

## RECOMMENDED SOURCES OF INFORMATION

1. Varian, Hall (1992): *Microeconomic Analysis, Third Edition*, W. W. Norton & Company, Inc., New York.
2. Mas-Colell, Andreu, Whinston, Michael and Jerry Green (1995): *Microeconomic Theory*, Oxford University Press, Oxford, New York.
3. Timothy Taylor. *Principles of Microeconomics: Economics and the Economy* (4th Edition), Textbook Media: 2017
4. Varian, H. R. *Intermediate Microeconomics*. 7th or 8th. Edition
5. Піндайк Р., Рубінфельд Д. Л. Мікроекономіка / Пер. с англ. А. Олійника, Р. Скільського. – К.: Основи, 2006. – 646 с.
6. Мікроекономіка і макроекономіка: Підруч. Для студентів ек. спец. закл. освіти: У 2 ч. / С. Будаговська, О. Кілієвич, І. Луніна та ін.; За заг. ред. С. Будаговської. – К.: Вид-во Соломії Павличко “Основи”, 2003. – 517 с.
7. Timothy Taylor. *Principles of Microeconomics: Economics and the Economy* (4th Edition), Textbook Media: 2017
8. Simon, Carl and Lawrence Blume (1994): *Mathematics for Economists*, W. W. Norton & Company.
9. Kreps, David (1990): *A Course in Microeconomic Theory*, Princeton University Press, Princeton, New Jersey.
10. Rubinstein, Ariel (2006): *Lecture Notes in Microeconomic Theory*, Princeton University Press, Princeton and Oxford.
11. Marketing Management. Philip Kotler, Kevin Lane Keller. Pearson Education, Limited, 2015 ISBN 1292092629, 9781292092621. 714 p.
12. E. Jerome McCarthy, Basic Marketing: A Managerial Approach, 13<sup>th</sup> ed. Homewood, IL, 1999.