


**KAPITAŁ LUDZKI**  
NARODOWA STRATEGIA SPÓJNOŚCI

Projekt współfinansowany przez  
Unię Europejską w ramach  
Europejskiego Funduszu  
Społecznego

**UNIA EUROPEJSKA**  
EUROPEJSKI  
FUNDUSZ SPOŁECZNY


| Nazwa przedmiotu   |                        |   | Kod ECTS           |
|--|------------------------|---|--------------------|
| Microeconomics   |                        |   | 14.3.7266          |
| Nazwa jednostki prowadzącej przedmiot                            |                        |   |                    |
| Zakład Zarządzania Przedsiębiorstwem                             |                        |   |                    |
| Studia   |                        |   |                    |
| wydział  | kierunek               | poziom  | pierwszego stopnia |
| Wydział Zarządzania  | Finanse i rachunkowość | forma   | stacjonarne        |
|  |                        | moduł   | Financial Analyst  |
|  |                        | specjalnościowy   |                    |
|  |                        | specjalizacja   | wszystkie          |
| Nazwisko osoby prowadzącej (osób prowadzących)                   |                        |   |                    |
| prof. UG, dr hab. Elżbieta Wojnicka-Sycz                         |                        |   |                    |
| Formy zajęć, sposób ich realizacji i przypisana im liczba godzin |                        | Liczba punktów ECTS   |                    |
| Formy zajęć  |                        | 6   |                    |
| Wykład, Ćw. audytoryjne  |                        | 1 ECTS - lecture - 30h  |                    |
| Sposób realizacji zajęć  |                        | 1 ECTS - classes - 30h  |                    |
| zajęcia w sali dydaktycznej                                      |                        | 2 ECTS - students' own work - 60h   |                    |
| Liczba godzin  |                        | 2 ECTS - consultation - 60h   |                    |
| Wykład: 30 godz., Ćw. audytoryjne: 30 godz.                      |                        |   |                    |
| Termin realizacji przedmiotu                                     |                        |   |                    |
| 2023/2024 zimowy   |                        |   |                    |
| Status przedmiotu  |                        | Język wykładowy   |                    |
| obowiązkowy  |                        | angielski   |                    |
| Metody dydaktyczne   |                        | Forma i sposób zaliczenia oraz podstawowe kryteria oceny lub wymagania egzaminacyjne                                      |                    |
| - Rozwiązywanie zadań<br>- Wykład problemowy                     |                        | Sposób zaliczenia   |                    |
|  |                        | - Zaliczenie na ocenę<br>- Egzamin  |                    |
|  |                        | Formy zaliczenia  |                    |
|  |                        | - egzamin pisemny testowy<br>- kolokwium<br>- Test<br>Project/Presentation  |                    |
|  |                        | Podstawowe kryteria oceny   |                    |
|  |                        | Activity and passing the test on exercises - at least 50%<br>Getting a result in the exam test at a level of at least 50% |                    |
| Sposób weryfikacji założonych efektów uczenia się                |                        |   |                    |
| Learning outcomes  | Conversation lecture   |   | Problem solving    |
|  | Knowledge              |   |                    |
| FR1_W09  | x                      |   | x                  |
|  | Skills                 |   |                    |
| FR1_U01  | x                      |   | x                  |
|  | Social Competencies    |   |                    |
| FR1_K02  |                        |   | x                  |

**Określenie przedmiotów wprowadzających wraz z wymogami wstępnymi****A. Wymagania formalne**

Participation and activity during exercises. Passing classes and passing the exam for at least 50%.

**B. Wymagania wstępne**

Knowledge of mathematics.

**Cele kształcenia**

The aim of the course is to familiarize students with the principles of economic choice, the behavior of market participants: consumers and producers, and various types of market competition, as well as the behavior of entities on the production factor markets.

**Treści programowe****1. Economics as a science**

- normative and positive economics,
- production factors,
- limited resources,
- opportunity cost,
- management process and rationality,
- production limit,
- main economic trends (classical and neoclassical economics, keynesism, monetarism, supply economics, behavioral economics, institutionalism).

**2. Market, demand and supply**

- market concept and functions,
- demand law, price and outside price determinants of demand,
- good by Veblen and Giffen,
- supply law, price and non-price determinants of supply,
- shifts along the demand and supply curves and shifts in the demand and supply curves, - market equilibrium, surplus and market shortage,
- price elasticity of demand and supply,
- mixed price elasticity of demand,
- income elasticity of demand.

**3. The theory of consumer choice**

- indifference curve,
- budget constraint line,
- map of indifference curves,
- the concept of utility, total and marginal utility,
- marginal rate of substitution,
- Gossen's first and second law,
- individual consumers' demand curve,
- income and propensity to consume,
- non-profit factors and consumption.

**4. The theory of producer**

- the concept of enterprise,
- company goals,
- the company's assets, funds and financial result,
- short-term production theory (production function, variable and constant production factors, total product, average and marginal product)
- long-term production theory (scale and scope effects, choice of production techniques for profit maximization, isoquants, marginal rate of substitution, iso costs)
- production costs (accounting and economic costs, balance sheet and economic profit, fixed costs, variable costs, average costs, marginal costs,

long-term costs)

### 5. Perfect competition

- a) Models of market structures - introduction (perfect competition, monopoly, oligopoly, monopolistic competition),
- b) Enterprise equilibrium in perfect competition:
  - economic, normal profit and loss,
  - total, average and marginal revenue,
  - short-term producer's equilibrium: break-even point, reasonable loss limit, short-term supply curve, branch supply curve,
  - long-term producer equilibrium,
  - optimal production structure: transformation curve, marginal transformation rate, equal revenue line.

### 6. Imperfect competition

- a) Equilibrium of Monopoly
  - full monopoly, natural monopoly,
  - monopoly profit, monopoly equilibrium
  - negative effects from the monopoly in the short and long term.
- b) Monopolistic competition:
  - features of monopolistic competition,
  - short- and long-term enterprise equilibrium in the Chamberlin monopolistic competition model.
- c) Oligopoly
  - oligopoly features,
  - Cournot duopoly model (reaction functions, duopoly balance),
  - other oligopoly models (Bertrand, Edgeworth, Chamberlin, Seezy).
- d) Monopolistic practices and antitrust legislation.

### 7. Basics of division theory

- circular movement of income and assets,
- income and wealth disparities and measures,
- factors determining the distribution,
- classical and neoclassical theory of division.

### 8. Labor market

- labor demand (of a single enterprise and industry, wages and the company's surplus),
- labor supply (labor supply of a single employee, market labor supply and its determinants, balance on the labor market), - balance on a competitive labor market, role of geographical and professional mobility,
- labor market imperfections (monopson and oligopson, trade union activities, discrimination in the labor market).

### 9. Land and capital market

- a) Land market:
  - specificity of the land and real estate market,
  - land rent,
  - formula for the price of land.
- b) Physical capital market:
  - demand for physical capital (marginal investment income, present value of the investment),
  - supply of physical capital and its determinants.
- c) Financial capital market:

- loan capital demand and supply,
- interest rate,
- the problem of risk and ways of reducing it.

**Wykaz literatury****Obligatory literature:**

1. Robert S. Pindyck, Daniel L. Rubinfeld, Microeconomics, 8th edition, Pearson, New Jersey, USA, 2013,
2. Gregory N. Mankiw, Principles of Microeconomics, 5th edition, Cengage Learning, Mason, USA, 2008,
3. Geoffrey A. Jehle, Philip J. Reny, Advanced Microeconomic Theory, 3rd edition, Pearson Education Limited, Essex, England, 2011,
4. Complementary literature:
5. E. Wojnicka-Sycz, The Territorial Growth Pole Model as a System of Development Factors, Barometr Regionalny. Analizy i Prognozy 4/2013
6. E. Wojnicka-Sycz, Growth pole theory as concept based on innovation activity development and knowledge diffusion, Research on Enterprise in Modern Economy – Theory and Practice, No 3/2013

**Kierunkowe efekty uczenia się****Knowledge:**

FR1\_W09

**Skills:**

FR1\_U01

**Social Competences:**

FR1\_K02

The student after the course of Microeconomics will understand economic processes from the perspective of individual entities and markets and will be able to analyze issues related to the economic choice made by the consumer and the manufacturer, taking into account the specificity of competition in a given market.

**Wiedza**

FR1\_W09 -

The student knows the principles of formation and economic functioning of commercial and public sector organizations, their forms, phases of development, as well as the financial conditions determining their value and economic success.

**Umiejętności**

FR1\_U01 -

The student understands and can correctly interpret complex economic phenomena in management and quality studies. The student understands and can explain the content of announcements of economic institutions, articles published in the daily press and journals in the field of finance (excluding scientific journals). The student correctly applies concepts of social sciences.

**Kompetencje społeczne (postawy)**

FR1\_K02 -

Cooperation:

- the student can harmoniously interact and work in a group,
- taking on different roles in it, can agree with the group on goals and division of tasks,
- is open-minded and respects the differences of other team members.

**Kontakt**

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