

MICROECONOMICS

COURSE SYLLABUS ABSTRACT of higher education institution

Speciality 1-28 01 02 – Digital Marketing

	STUDY MODE	
	full-time	part-time
Year	1	1
Semester	2	2
Lectures, hours	34	8
Practical classes (seminars), hours	16	4
Pass/fail, semester	2	2
Contact hours	50	12
Independent study, hours	58	96
Total course duration in hours / credit units	108/3	

1. Course outline: Introduction to microeconomics; Theory of consumer behavior; Market behavior of a competitive firm; Pure monopoly; Monopolistic competition; Oligopoly; Labor market; capital market; land market; General equilibrium and public welfare; Information, uncertainty and risk; The theory of public goods and models of public choice; Theory of Externalities.

2. Course learning outcomes: upon completion of the course, students will be expected to **know:** the essence of the main economic categories: price, demand, supply, production costs, profit, opportunity cost, critical output volumes, market externalities, public and private goods; the mechanism of market pricing for finished products and economic resources; the structure of individual and market demand; the structure of individual and market supply; specific methods for analyzing the behavior of economic entities;

be able to: to characterize economic concepts, categories, models of enterprise behavior; to characterize the choice of the subject of the economy and the opportunity cost; characterize the mechanism of equilibrium price formation; characterize the behavior of a rational consumer; characterize the types and structure of the costs of the enterprise; characterize the types of income of economic entities; characterize the types of external market effects; characterize the types of public goods; characterize the behavior of the manufacturer in various types of market structures; evaluate the factors influencing individual and market demand, individual and market supply; evaluate consumer opportunities and opportunity cost; evaluate the production function of the firm; evaluate the factors affecting the level of production costs and the price of finished products; evaluate the factors that determine the characteristics of the types of market structures; evaluate the factors influencing the differentiation of incomes of subjects of a market economy; make alternative decisions; calculate the opportunity cost; calculate the equilibrium price; calculate total and marginal utility; calculate the costs and profits of the enterprise; calculate critical output volumes; calculate indicators of the market power of firms in the industry; calculate negative and positive externalities;

possess: methods and models of analysis of types of market structures.

3. Competencies: use the basic concepts and models of micro- and macroeconomics to analyze economic processes and phenomena (SC-7).

4. Requirements and forms of midcourse evaluation and summative assessment

Intermediate certification: assessment of work in practical classes, tests. Current certification: pass/fail.