



Syllabus of the educational course «Microeconomics»

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| Specialty | <i>D5 Marketing</i> |
| Educational program | <i>“Marketing”</i> |
| Level of education | <i>First (Bachelor) level of higher education</i> |
| Course status | <i>Mandatory</i> |
| Teaching language | <i>English</i> |
| Course / semester | <i>1 course, 2 semester</i> |
| Number of credits ECTS | <i>4</i> |
| Distribution by types of trainings and hours of study | <i>Lectures – 24 hours. Practical studies (seminars) – 24 hours. Self study – 72 hours.</i> |
| Form of final assessment | <i>Course grade</i> |
| Department | <i>Department of Public Governance, Public Administration and Economic Policy, Building 1, Room 401-402, phone 057 702 18 34 https://www.kafdupr@hneu.net</i> |
| Teacher (-s) | <i>Nataliia Stepanenko, PhD, associate professor</i> |
| Teacher’s contacts | <i>snatik75@gmail.com; 050 9110275</i> |
| Days of the classes | <i>Lectures: according to the current schedule of classes Seminars: according to the current schedule of classes</i> |
| Consultations | <i>At the Department of Public Governance, Public Administration and Economic Policy, full-time, according to the schedule of consultations, individual</i> |

The purpose of the academic course

is the formation of a market-oriented economic worldview, knowledge and skills to clarify the mechanisms for establishing and restoring the balance of microsystems and improving the efficiency of economic entities.

Prerequisites for learning

Knowledge, skills, abilities that the applicant must have to begin studying the courses: Economic Theory, Fundamentals of Economics, Fundamentals of Mathematics, Fundamentals of Geography. The ability to analyze the main economic categories and laws. Ability to determine basic economic terms. Ability to develop effective solutions to increase production efficiency. Ability to justify economic decisions.

Content of the educational course

Content module 1. Theoretical principles of producer-consumer interaction

- Theme 1. The Subject matter and method of Microeconomics
- Theme 2. Marginal utility theory and consumer behaviour theory
- Theme 3. Theory of ordinalism of consumer behavior
- Theme 4. The analysis of consumer behavior
- Theme 5. Demand, supply and their interaction
- Theme 6. Theory of production and microeconomic model of the enterprise
- Theme 7. Theory of production and production costs

Content module 2. Theory of market structures

- Theme 8. Production costs
- Theme 9. The market of perfect competition
- Theme 10. Monopoly market
- Theme 11. Oligopoly and monopolistic competition
- Theme 12. General characteristics of factor markets
- Theme 13. Institutional aspects of market economy, general market equilibrium and welfare economy



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| Material and technical support (software) of the course | |
| <i>Multimedia projector</i> | |
| Course page on the Moodle platform (personal training system) | https://pns.hneu.edu.ua/course/view.php?id=3908 |
| Assessment system of learning outcomes | |
| <p>The system of assessment of the formed competencies takes into account the types of classes, which include lectures, seminars, practical classes, as well as independent work. Assessment of the formed competencies of students is carried out according to the accumulative 100-point system. Current control, which is carried out during the semester during practical (seminar) classes and independent work is assessed by the sum of points scored. A student should be considered certified if the sum of points obtained from the final / semester performance test is equal to or exceeds 60. So, the minimum possible number of points for current and modul control during the semester is 60 and maximum is 100. Current control includes the following control measures: tasks by topics; current control works; presentations on topics and essay writing.</p> <p>More detailed information on the assessment and accumulation of points in the discipline is given in the working plan (technological card) of the discipline.</p> | |
| Course policies | |
| <p>The teaching of the discipline is based on the principles of academic integrity. Violations of academic integrity include: academic plagiarism, fabrication, falsification, write-off, deception, bribery, or biased evaluation. For violation of academic integrity, students are brought to the following academic responsibility: re-assessment of the relevant type of educational work</p> | |
| <p><i>More detailed information about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Syllabus (working plan)of the educational course</i></p> <p>http://repository.hneu.edu.ua/handle/123456789/21499</p> | |