

## Subject card

|                                             |                                                                                                                                                                                                                                                                              |                                                          |                                                                                                      |                                     |                                                |            |     |
|---------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|------------------------------------------------------------------------------------------------------|-------------------------------------|------------------------------------------------|------------|-----|
| Subject name and code                       | Microeconomics, PG_00155714                                                                                                                                                                                                                                                  |                                                          |                                                                                                      |                                     |                                                |            |     |
| Field of study                              | Management                                                                                                                                                                                                                                                                   |                                                          |                                                                                                      |                                     |                                                |            |     |
| Date of commencement of studies             | October 2024                                                                                                                                                                                                                                                                 |                                                          | Academic year of realisation of subject                                                              |                                     | 2024/2025                                      |            |     |
| Education level                             | Bachelor's studies                                                                                                                                                                                                                                                           |                                                          | Subject group                                                                                        |                                     | Obligatory subject group in the field of study |            |     |
| Mode of study                               | part-time studies                                                                                                                                                                                                                                                            |                                                          | Mode of delivery                                                                                     |                                     | at the university                              |            |     |
| Year of study                               | 1                                                                                                                                                                                                                                                                            |                                                          | Language of instruction                                                                              |                                     | Polish                                         |            |     |
| Semester of study                           | 2                                                                                                                                                                                                                                                                            |                                                          | ECTS credits                                                                                         |                                     | 5.0                                            |            |     |
| Learning profile                            | academic                                                                                                                                                                                                                                                                     |                                                          | Assessment form                                                                                      |                                     | exam                                           |            |     |
| Conducting unit                             | Katedra Strategicznego Rozwoju -> Faculty of Management -> Rector                                                                                                                                                                                                            |                                                          |                                                                                                      |                                     |                                                |            |     |
| Name and surname of lecturer (lecturers)    | Subject supervisor                                                                                                                                                                                                                                                           |                                                          | dr inż. Ewa Malinowska                                                                               |                                     |                                                |            |     |
|                                             | Teachers                                                                                                                                                                                                                                                                     |                                                          | dr inż. Ewa Malinowska<br><br>dr Mariusz Chmielewski<br><br>dr Paulina Nogal<br><br>dr Bartosz Nowak |                                     |                                                |            |     |
| Lesson types                                | Lesson type                                                                                                                                                                                                                                                                  | Lecture                                                  | Tutorial                                                                                             | Laboratory                          | Project                                        | Seminar    | SUM |
|                                             | Number of study hours                                                                                                                                                                                                                                                        | 12.0                                                     | 20.0                                                                                                 | 0.0                                 | 0.0                                            | 0.0        | 32  |
|                                             | E-learning hours included: 0.0                                                                                                                                                                                                                                               |                                                          |                                                                                                      |                                     |                                                |            |     |
| Learning activity and number of study hours | Learning activity                                                                                                                                                                                                                                                            | Participation in didactic classes included in study plan |                                                                                                      | Participation in consultation hours |                                                | Self-study | SUM |
|                                             | Number of study hours                                                                                                                                                                                                                                                        | 32                                                       |                                                                                                      | 32.0                                |                                                | 61.0       | 125 |
| Subject objectives                          | The aim of the course is to familiarize students with the principles of making economic choices, the behavior of market participants: consumers and producers and various types of market competition, as well as the behavior of entities in the production factor markets. |                                                          |                                                                                                      |                                     |                                                |            |     |

| Learning outcomes               | Course outcome                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Subject outcome                                                                                                                                                                                                                                                                               | Method of verification                                                            |
|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
|                                 | [ZARZL3_K05] The student is ready to correctly evaluate phenomena and clearly justify his position through rational, logical and entrepreneurial use of knowledge - basing his assertions and decisions on the analysis of received information.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | The student is able to correctly assess microeconomic phenomena and clearly justify his/her position through a rational, logical and entrepreneurial way of using knowledge - basing his/her statements and decisions on the analysis of the information received                             | [SK1] oral statement/conversation/discussion<br>[SK4] test/exam - oral or written |
|                                 | [ZARZL3_W13] The student knows advanced methods and techniques of managerial analysis to support the process of economic decision-making, and is familiar with sources of data and information from various fields of social sciences, especially management and quality sciences.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | The student knows advanced methods and techniques of managerial analysis supporting the process of making economic decisions, and also knows the sources of obtaining data and information in the scope of individual fields of social sciences, in particular management and quality science | [SW4] test/exam - oral or written<br>[SW1] oral statement/conversation/discussion |
|                                 | [ZARZL3_U08] The student correctly uses the terminology of the social sciences, especially the discipline of management and quality sciences, clearly and communicatively expresses his opinions.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | The student correctly uses terminology from the field of social sciences, especially from the discipline of management and quality sciences, and expresses his/her point of view clearly and communicatively.                                                                                 | [SU1] oral statement/conversation/discussion                                      |
|                                 | [ZARZL3_U01] The student is able to correctly interpret socio-economic phenomena, current events in economic policy, economics, as well as to independently formulate his own opinions in this regard and to propose adequate solutions in case of changes occurring in these areas.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | The student is able to correctly interpret socio-economic phenomena, current events in economic policy and economics, as well as independently formulate their own opinions in this area and propose adequate solutions in the event of changes taking place in these areas.                  | [SU1] oral statement/conversation/discussion                                      |
|                                 | [ZARZL3_K03] The student knows the need to identify important problems, including economic and social issues, and plan ways to solve them.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | The student is aware of the need to identify important problems, including economic and social ones, and to plan ways to solve them.                                                                                                                                                          | [SK1] oral statement/conversation/discussion<br>[SK4] test/exam - oral or written |
|                                 | [ZARZL3_W08] The student has advanced knowledge of enterprise and entrepreneurship, the determinants shaping the effectiveness of economic activity, taking into account regional and international aspects.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | The student has advanced knowledge about enterprise and entrepreneurship, determinants shaping the effectiveness of economic activity, taking into account regional and international aspects                                                                                                 | [SW4] test/exam - oral or written<br>[SW1] oral statement/conversation/discussion |
| Subject contents                | <p>Lecture: 1. Economics as a science - main economic trends 2. Market, demand, supply, price 3. Theory of consumer choice 4. Theory of producer choice 5. Perfect competition 6. Imperfect competition 7. Basics of the theory of distribution. The market of production factors: labor, land and capital Exercises: 1. Introduction to economics, normative and positive economics, factors of production 2. Resource constraints, opportunity cost, production possibilities frontier, concept and elements of the market, state intervention and market mechanisms 3. The law of demand, demand curve, price and non-price determinants of demand, the law of supply, supply curve, price and non-price determinants of supply 4. Market equilibrium, market surplus and shortage, price elasticity of demand and supply in the short and long run 5. Indifference curve, budget constraint line 6. The concept of utility, total and marginal utility, demand curve of an individual consumer 7. Short-run theory of production (production function, variable and fixed factors of production, total product, average and marginal product), long-run theory of production (scale effects, choice of production technique to maximize profit, isoquants, marginal rate of substitution, isocosts) 8. Production costs (accounting and economic costs, balance sheet and economic profit, fixed costs, variable costs, average costs, marginal costs, long-term costs) 9. Price, value, income, economic profit, normal and loss, total, average and marginal revenue 10. Producer equilibrium in the short term: break-even point, rational loss limit, short-term supply curve, industry supply curve, producer equilibrium in the long term, optimal production structure: transformation curve, marginal rate of transformation, line of equal revenue 11. Monopoly equilibrium 12. Monopolistic competition 13. Circular flow of income and wealth, differentiation of income and wealth and its measures 14. Land market and physical capital market 15. Financial capital market</p> |                                                                                                                                                                                                                                                                                               |                                                                                   |
| Prerequisites and co-requisites |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                               |                                                                                   |
| Assessment methods and criteria | Subject passing criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Passing threshold                                                                                                                                                                                                                                                                             | Percentage of the final grade                                                     |
|                                 | written test                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 51.0%                                                                                                                                                                                                                                                                                         | 100.0%                                                                            |

|                                                                |                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|----------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Recommended reading                                            | Basic literature                                                                                                                                                                                                                                                               | <p>Milewski R., Kwiatkowski E. (red.), Podstawy ekonomii, Wydawnictwo naukowe PWN, Wydanie IV, Warszawa 2018 (rozdziały: 1-2 oraz 4-8)</p> <p>Samuelson P. A., Nordhaus W. D., Ekonomia, Rebis, Wydanie III, Poznań 2017 (rozdziały: 1-15)</p> <p>Kwiatkowski E., Kucharski L., Podstawy ekonomii ćwiczenia i zadania, Wydawnictwo Naukowe PWN, Warszawa 2018 (rozdziały:1-6)</p> <p>Fisher S., Gianluigi V., Dornbusch R., Begg D., Mikroekonomia, PWE, Warszawa 2013 (rozdziały:1-11)</p> <p>Smith P., Begg D., Zbiór zadań, PWE, Warszawa 2001 (rozdziały:1-3, 5-12)</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|                                                                | Supplementary literature                                                                                                                                                                                                                                                       | <p>McKenzie, R.B., Economics, Houghton Mifflin School, Boston, USA 1986 (rozdz. 22)</p> <p>Pindyck R. S., Rubinfeld D. L., Microeconomics, 8th Edition, Pearson, New Jersey, USA 2013</p> <p>Mankiw G. N., Principles of Microeconomics, 5th Edition, Cengage Learning, Mason, USA 2008</p> <p>Jehle G. A., Reny P. J., Advanced Microeconomic Theory, 3rd Edition, Pearson Education Limited, Essex, England 2011</p> <p>Krugman P., Wells R., Mikroekonomia, PWN, Warszawa 2012 (część VI, rozdział 13)</p> <p>Konat G., Smuga T., Paradoxy ekonomii, PWN, Warszawa 2022</p> <p>Melitz M. J., Obstfeld M., Krugman P. R., Ekonomia międzynarodowa, tom 2, PWN, Warszawa 2018 (rozdział 15)</p> <p>Greenlaw A.A., Shapiro D., Karpa W., Maszczyk P. i inni, Mikroekonomia podstawy, podręcznik do pobrania: <a href="https://openstax.org/details/books/mikroekonomia-podstawy">https://openstax.org/details/books/mikroekonomia-podstawy</a></p> <p>Nogal P., Racjonalność ekonomiczna w kontekście teorii użyteczności, Studia Ekonomiczne. Zeszyty Naukowe Uniwersytetu Ekonomicznego w Katowicach, 2014, nr 180, s.154-162.</p> |
|                                                                | eResources addresses                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Example issues/<br>example questions/<br>tasks being completed | For example: characteristics of demand, characteristics of supply, what is the opportunity cost, what is the producer's market - its features, characteristics of perfect competition, characteristics of monopoly, characteristics of the circular flow of income and wealth. |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Work placement                                                 | Not applicable                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

Document generated electronically. Does not require a seal or signature.