

Subject card

Subject name and code	Microeconomics, PG_00156129						
Field of study	Sport 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	full-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				
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr inż. Ewa Malinowska				
	Teachers		dr inż. Ewa Malinowska dr Mariusz Chmielewski dr Małgorzata Szymańska-Brałkowska dr Paulina Nogal				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	30.0	0.0	0.0	0.0	45
	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	45		19.0		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
	[ZSSML3_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 in the field of microeconomics, including economic and social ones, and to plan ways to solve them.	[SK1] oral statement/conversation/discussion [SK4] test/exam - oral or written
	[ZSSML3_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 ready to make a proper assessment of phenomena in the field of microeconomics and clearly justify his/her position through a rational, logical and enterprising way of using knowledge - basing his/her statements and decisions on the analysis of the information received	[SK1] oral statement/conversation/discussion [SK4] test/exam - oral or written
	[ZSSML3_W08] The student has advanced knowledge of enterprise and entrepreneurship, as well as other subjects of the sports market, the determinants shaping the effectiveness of economic activity, taking into account regional and international aspects.	The student has advanced knowledge of enterprise and entrepreneurship, as well as other entities of the sports market, determinants shaping the effectiveness of economic activity, taking into account regional and international aspects.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[ZSSML3_U08] The student correctly uses terminology from the social sciences, especially from the discipline of management and quality studies, and clearly and communicatively expresses his point of view.	The student correctly uses terminology from the discipline of management and quality sciences, expresses his/her point of view clearly and communicatively.	[SU1] oral statement/conversation/discussion
	[ZSSML3_W13] The student knows advanced methods, techniques of management analysis to support the process of economic decision-making, as well as sources of data and information from various fields of social 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 specific fields of social sciences.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[ZSSML3_U01] The student is able to correctly interpret socio-economic phenomena, current events in economic policy, economics, as well as independently formulate his own opinions in this area and propose adequate solutions for 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
Subject contents	Lecture:1. Economics as a science - main economic trends2. Market, demand, supply, price3. Theory of consumer choice4. Theory of producer choice5. Perfect competition6. Imperfect competition7. Basics of the theory of distribution. The market of production factors: labor, land and capitalExercises:1. Introduction to economics, normative and positive economics, factors of production2. Resource constraints, opportunity cost, production possibilities frontier, concept and elements of the market, state intervention and market mechanisms3. 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 supply4. Market equilibrium, market surplus and shortage, price elasticity of demand and supply in the short and long run5. Indifference curve, budget constraint line6. The concept of utility, total and marginal utility, demand curve of an individual consumer7. 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 revenue10. 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 revenue11. Monopoly equilibrium12. Monopolistic competition13. Circular flow of income and wealth, differentiation of income and wealth and its measures14. Land market and physical capital market15. Financial capital market		
Prerequisites and co-requisites	None		

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	active participation in exercises	70.0%	30.0%
	written test	51.0%	70.0%
Recommended reading	Basic literature	Milewski R., Kwiatkowski E. (red.), Podstawy ekonomii, Wydawnictwo naukowe PWN, Wydanie IV, Warszawa 2018 (rozdziały: 1-2 oraz 4-8) Samuelson P. A., Nordhaus W. D., Ekonomia, Rebis, Wydanie III, Poznań 2017 (rozdziały: 1-15) Kwiatkowski E., Kucharski L., Podstawy ekonomii ćwiczenia i zadania, Wydawnictwo Naukowe PWN, Warszawa 2018 (rozdziały:1-6) Fisher S., Gianluigi V., Dornbusch R., Begg D., Mikroekonomia, PWE, Warszawa 2013 (rozdziały:1-11) Smith P., Begg D., Zbiór zadań, PWE, Warszawa 2001 (rozdziały:1-3, 5-12)	
	Supplementary literature	McKenzie, R.B., Economics, Houghton Mifflin School, Boston, USA 1986 (rozdz. 22) Pindyck R. S., Rubinfeld D. L., Microeconomics, 8th Edition, Pearson, New Jersey, USA 2013 Mankiw G. N., Principles of Microeconomics, 5th Edition, Cengage Learning, Mason, USA 2008 Jehle G. A., Reny P. J., Advanced Microeconomic Theory, 3rd Edition, Pearson Education Limited, Essex, England 2011 Krugman P., Wells R., Mikroekonomia, PWN, Warszawa 2012 (część VI, rozdział 13) Konat G., Smuga T., Paradoksy ekonomii, PWN, Warszawa 2022 Melitz M. J., Obstfeld M., Krugman P. R., Ekonomia międzynarodowa, tom 2, PWN, Warszawa 2018 (rozdział 15) Greenlaw A.A., Shapiro D., Karpa W., Maszczyk P. i inni, Mikroekonomia podstawy, podręcznik do pobrania: https://openstax.org/details/books/mikroekonomia-podstawy Nogal P., Racjonalność ekonomiczna w kontekście teorii użyteczności, Studia Ekonomiczne. Zeszyty Naukowe Uniwersytetu Ekonomicznego w Katowicach, 2014, nr 180, s.154-162.	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ 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		

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