

SILLABUS

In discipline "Macro and microeconomics"

Specialties 073 - Management

Specialization "Business Administration"

Educational level bachelor

1 course, 1 semester, 4 credits

(lectures - 32 hours, practice - 42 hours, independent work - 44 hours)

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Management and Business Department

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Abstract

Formation of professional competence (knowledge and practical skills) to analyze economic situations using the principles of economic choice, alternative thinking, graphic models of microeconomics. Formation of skills to find organizational and managerial solutions in non-standard situations and willingness to bear responsibility for them. Formation of skills to use basic theoretical knowledge, practical skills and ability to participate in scientific and applied research, organizational and managerial activities. Analysis of economic situation at different levels of behavior of economic entities in a market economy.

General competencies. The ability of learning economics as a science, its object, methods and functions. Ability to analyze the inconsistencies of the development of a market economy as the basis of various modern functioning of economic systems. Ability to describe the main trends and peculiarities of the development of transition economies. Ability to make optimal economic decisions in the conditions of restrictions imposed on the possibilities of economic entities. Ability to analyze current processes of globalization of international relations and ways of solving the problems of human civilization.

Content of the discipline:

Structure of lectures

Topic 1. Basic economic terminology

Basic concepts and definitions. Necessity of microeconomics and macroeconomics. Choices are made at the margin. Three basic economic decisions. Economic forces. Role of the theory in economics. Fundamentals of the theory of utility and consumer behavior.

Topic 2. Demand and supply

Individual and market demand. The elasticity of demand. The elasticity of supply. Elasticity and total revenue. Cross elasticity of demand. Income elasticity of demand. Individual and market supply. Supply elasticity in short run and long run periods.

Topic 3. Logic of consumer choice

Utility. Consumer Equilibrium: Diminishing Marginal Utility. From Diminishing Marginal Utility to the Law of Demand. Indifference Curve Analysis: theory of ordinalism. Budget line.

Topic 4. Competition and types of market structures on the degree of competition

Competition as a process and state. Definition of perfect competition. The perfect competitor's demand curve. The short run and long run periods. Economic and accounting profits and Efficiency. Monopoly and its features. Monopolistic competition and its definition. Monopolistic competition in the short and long run periods. Product differentiation and price discrimination. Oligopoly.

Topic 5. Market conditions in the Ukrainian industry

Modern history of Ukraine. Transition economy of Ukraine. Ukrainian ratings in the leading economy assessments. Ukrainian market conditions. Market structures in Ukraine.

Topic 6. Business costs

Types of costs. Economic and accounting profit. Short costs. Reducing returns. Long-term costs.

Structure of seminars

Topic 1. Basic economic terminology

Analyses of basic concepts and definitions. Choices are made at the margin. Three basic economic decisions. Economic Fundamentals of the theory of utility and consumer behavior.

Topic 2. Demand and supply

Individual and market demand. The elasticity of demand. The elasticity of supply. Elasticity and total revenue. Cross elasticity of demand. Income elasticity of demand. Individual and market supply. Supply elasticity in short run and long run periods.

Topic 3. Logic of consumer choice

Utility. Consumer Equilibrium: Diminishing Marginal Utility. From Diminishing Marginal Utility to the Law of Demand. Indifference Curve Analysis: theory of ordinalism. Budget line.

Topic 4. Competition and types of market structures on the degree of competition

Competition as a process and state. Definition of perfect competition. The perfect competitor's demand curve. The short run and long run periods. Economic and accounting profits and Efficiency. Monopoly and its features. Monopolistic competition and its definition. Monopolistic competition in the short and long run periods. Product differentiation and price discrimination. Oligopoly.

Topic 5. Market conditions in the Ukrainian industry

Modern history of Ukraine. Transition economy of Ukraine. Ukrainian ratings in the leading economy assessments. Ukrainian market conditions. Market structures in Ukraine.

Topic 6. Business costs

Types of costs. Economic and accounting profit. Fixed and variable costs. Reducing returns.

Criteria for evaluation

Taking into account the weight of each form of current control, the success of the student's training in the discipline is finally evaluated in the corresponding points (Table 3.1) by the formula:

$$R = 16 * A + B + 4 * C + 2 * D + 9 * E + G ,$$

where

R is the final maximum score that a student can obtain after the successful completion of all forms of current control;

A – the maximum amount of points that a student can receive for their active participation in lectures (A=1);

B – the maximum amount of points that a student can receive for their active participation in seminars (B=22);

C – the maximum amount of points that student can get for practical control work in the module (C=7);

D – the maximum amount of points that a student can get for the protection of individual tasks (essay) (D=3).

E – the maximum amount of points that a student can get for the homework (E = 2).

G – the maximum amount of points that a student can receive for the protection of individual tasks / articles (G =10).

The fulfillment of each task for the current control of the student's progress is evaluated in accordance with the Provisional Regulations "On the Procedure for Assessing the Results of Studying Students Based on the Accumulated Ballroom Rating System" in S. Kuznets KhNEU (Table 1).

Table 1

Grading scale: national and ECTS

Amount of points for all types of educational activities	ECTS grade	National grade	
		Differentiated (for exam, course project/work, seminars)	Undifferentiated
90 – 100	A	Excellent	Passed
82 – 89	B	Good	
74 – 81	C		
64 – 73	D	Satisfactory	
60 – 63	E		
35 – 59	FX	F <i>AI</i> l	Fail
1 – 34	F		

The distribution of points for performing tasks of the current control over the forms within the themes of the modules is given in the table. 2.

Table 2

Distribution of marks according to the forms of current control and modules

Form of current control	Modules									Total points
	CW1	CW2	CW3	CW4	PIT	S	L	HW	Essay	
Maximum amount of points	7	7	7	7	10	22	16	18	6	100

CW – control work for the topics;

PIT – protection of individual tasks / articles.

S – amount of points for active participation in seminars

L - amount of points for active participation in lectures

HW - amount of points for the homework

Essay - amount of points for the protection of essays

Estimates for this scale of data recorded in the accounting academic report and other documentation.

Form of control. Passed/Fail

Literature

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