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| FACULTY: | Koszalin University of Technology  Faculty of Economic Sciences |
| FIELD OF STUDY: | **TOURISM AND RECREATION** |
| ERASMUS COORDINATOR OF THE FACULTY: | Małgorzata Czerwińska-Jaśkiewicz, Phd |
| E-MAIL ADDRESS OF THE COORDINATOR: | malgorzata.czerwinska@tu.koszalin.pl |
| COURSE TITLE: | **Microeconomics** |
| LECTURER’S NAME: | Maria Klonowska-Matynia, Phd |
| E-MAIL ADDRESS OF THE LECTURER: | [mklonowska@wp.pl](mailto:mklonowska@wp.pl), maria.klonowska-matynia@tu.koszalin.pl |
| ECTS POINTS FOR THE COURSE: | 4 |
| ACADEMIC YEAR: | 2023/2024 |
| SEMESTER:  (W – winter, S – summer) | W or S |
| HOURS IN SEMESTER: | Lectures: 15 hours  Workshops: 15 hours |
| LEVEL OF THE COURSE:  (1st cycle, 2nd cycle, 3rd cycle) | 1st cycle |
| TEACHING METHOD:  (lecture, laboratory, group tutorials, seminar, other-what type?) | Lecture, workshops |
| LANGUAGE OF INSTRUCTION: | English, Polish, (separate group with English depends from number of the incoming students) |
| ASSESSMENT METOD:  (written exam, oral exam, class test, written reports, project work, presentation, continuous assessment, other – what type?) | Presentations at lectures |
| COURSE CONTENT: | 1. Introduction to Economics. Economics as a science. Reasons for management. Effects of management. The main branches of the economy, ways to approach economic research, the subject of research microeconomics and macroeconomics. 2. Problems in the economy. The rationality of market participants. Scarcity of goods and economic choices. Opportunity cost. The limit of capacity. 3. The theory of the market. The market as a mechanism and as an institution. Model of the market economy. The market economy and the state. Functions of the market. 4. The main categories of market economy. Supply and demand and their determinants. Demand and the volume of demand. The law of demand. Supply and the volume of supply. The law of supply. State of balance and imbalance in the market. Exceptions market behavior. 5. Elasticity of demand and supply. Price elasticity of demand. Types of demand. Flexibility complied with the demand. Classification of goods: normal goods and inferior goods. The flexibility of mixed demand. Classification of goods: good substitute and complementary goods. Price elasticity of supply. Types of supply. 6. The theory of the consumer’s behavior. The concept of utility. Total utility and marginal. The law of diminishing marginal utility (marginal) - I Gossen right. The right to equal marginal utility (marginal) - Second Law of Gossen - balance (optimum) consumer. Curve and consumer indifference map - graphical presentation. Limitations of consumer choice. Curve budget constraint (income) consumers. The balance of the consumer - graphical presentation. 7. Manufacturer's economic model. Make the subject of the economy. The concept of the enterprise. Purpose of the company. The costs of companies and their classification. Costs in the short term: fixed and variable (total cost) and marginal average. The costs of the company in the long run. Company and its revenue. Concepts of profit / loss for the company. 8. Break-even analysis and profit functions of traditional marginal analysis. Optimum manufacturer. |
| ADDITIONAL INFORMATION: | **Didactic methods:**  Lectures using audiovisual means, case studies, individual tasks (for students), analysis of empirical material, group tasks, individual exercises connected with construction the project, practical tasks with projects, presentations. |

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