


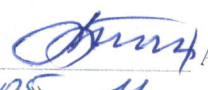
MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
 NATIONAL AVIATION UNIVERSITY
 Faculty of Transport, Management and Logistics
 Management of Foreign Economic Activity of Enterprises Department



AGREED
 Dean of Faculty of
 Transport, Management and Logistics


 T. Mostenska
 « 01 » 10 2021

APPROVED
 Vice-Rector for Academic


 A. Polukhin
 « 05 » 11 2021



Quality Management System

COURSE TRAINING PROGRAM

on

“Microeconomics”

Educational Professional Programs:

“Management of Foreign Economic Activity”
 “Logistics”
 “Aviation Logistics”
 “Management of Airlines and Airports”

Field of study:
 Specialty:

07 “Management and Administration”
 073 “Management”

Form of study	Semester	Total (hours / ECTS credits)	Lectures	Practicals	Lab. work	Self-study	HW/ CGP/C	TP/CPr	Form of semester control
Full-time	2	105/3,5	34	17	-	54	1 HW - 2 s.	-	Graded Test - 2 s.


Index CB-7-073-2/21-2.1.9; CB-7-073-3/21-2.1.9; CB-7-073-4/21-2.1.9; CB-7-073-5/21-2.1.9.


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The Course Training Program on "Microeconomics" is developed on the basis of the Educational and Professional Program, "Management of Foreign Economic Activity", "Logistics", "Aviation Logistics", "Management Of Airlines and Airports" Bachelor's Curricula № CB-7-073-2/21, № CB-7-073-3/21, №CB-7-073-4/21, № CB-7-073-5/21 and Bachelor's Extended Curriculum № ECB-7-073-2/21, № ECB-7-073-3/21, № ECB-7-073-4/21, № ECB-7-073-5/21 for the Specialty 073 "Management" and corresponding normative documents.

Developed by Associate professor of the Management of Foreign Economic Activity of Enterprises Department  V. Biliavskyi

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The Course Training Program was discussed and approved by the Graduate Department for Educational Professional Programs "Management of Airlines and Airports" and "Management of Foreign Economic Activity", Specialty 073 "Management" – Management of Foreign Economic Activity of Enterprises Department, Minutes № 12 of «31» 08 2021.

Guarantor of Educational Professional Program "Management of Foreign Economic Activity"  E. Danilova

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The Course Training Programs was discussed and approved by the Graduate Department for Educational Professional Program "Logistics" and "Aviation Logistics", Specialty 073 "Management" – Logistics Department, Minutes № 17 of «20» 09 2021.

Guarantor of Educational Professional Program "Logistics"  S. Gritsenko

Guarantor of Educational Professional Program "Aviation logistics"  O. Karpun

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Vice Rector on International Collaboration and Education

 Zarubinska I.
«01» 11 2021





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Guarantor of Educational Professional Program "Management of Foreign Economic Activity"  E. Danilova

Guarantor of Educational Professional Program "Management of Airlines and Airports"  O. Kyrlyenko

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The Course Training Programs was discussed and approved by the Graduate Department for Educational Professional Program "Logistics" and "Aviation Logistics", Specialty 073 "Management" – Logistics Department, Minutes № 17 of «30» 09 2021.

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«01» 11 2021



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INTRODUCTION

The Course Training Program (CTP) on "Microeconomic" is developed based on "Guidelines for the development and design of the working program of the discipline of full-time and part-time education", approved by the order of the rector №249/unit of 29.04.2021 and corresponding regulatory documents.

1. EXPLANATORY NOTES

1.1. Place, objectives, tasks of the subject

This discipline is the theoretical and practical basis of the set of knowledge and skills that form the profile of a management specialist.

The purpose of teaching the discipline is to form a system of knowledge about market mechanisms, consumer behavior, the functioning of firms in different market structures, the formation of skills in using the tools of micro-economic analysis in the study of the following disciplines and in professional activities.

The objectives of the discipline are:

- research of theories of microeconomic analysis;
- mastering the tools of microeconomic research;
- understanding the essence of a market economy and the main market elements;
- analysis of economic behavior of micro-economic research subjects;
- acquaintance with the basic micro-economic models.

1.2. Learning outcomes the subject makes it possible to achieve

As a result of studying the subject, the student has to achieve such **learning outcomes**:

- demonstrate knowledge of theories and concepts of microeconomics;
- master the methods of micro-economic analysis;
- be able to use the tools of micro-economic research;
- analyze the behavior of economic entities operating in different market structures;
- be able to use micro-economic models to justify management decisions.

1.3. Competences the subject makes it possible to acquire

As a result of studying the subject, the student must acquire the following **competencies**:

- ability to analyze the features of the enterprise in different market structures, to develop measures of micro-economic management;
- ability to analyze and assess the consequences of public policy;
- mastery of methods and techniques of scientific research;
- understanding of methodological features of conducting economic research;
- ability to use fundamental economic knowledge in professional activities.
- ability to generate new ideas (creativity).

1.4. Interdisciplinary connections

The subject "Microeconomics" is based on the knowledge of such subjects as: as "Macroeconomics", "Higher and Applied Mathematics" and is the basis for studying such subjects as: "Management of Economic Activity of Enterprise", "Organization of Entrepreneurial Activity", "Enterprise Value Management" and "Leadership and Management of Teamwork."

2. COURSE TRAINING PROGRAM ON THE SUBJECT

2.1. The subject content

The educational material of the discipline is structured on a modular basis and consists of the educational module "Microeconomics", which is a logically complete, relatively independent, integral part of the discipline, the assimilation of which involves a modular test and analysis of its results.



2.2. Modular structuring and integrated requirements for each module

Module №1 "Microeconomics"

Integrated requirements of module №1: know the basic theories of microeconomics, market mechanisms of equilibrium, theories of consumer behavior, differences and features of firms in different market structures, micro-economic models, and tools of micro-economic analysis.

Topic 1. Microeconomics as a science.

The place of microeconomics in the system of economic sciences. Subject and object of research of micro-economic theory. Functions of microeconomics. Stages of development of micro-economic science. Major economic entities. Limited resources and the problem of choice. Economic efficiency. Basic concepts and tools of micro-economic analysis. Micro-system and its main characteristics.

Topic 2. Demand and supply.

Analysis of supply and demand. Demand function. Price and non-price demand factors. Supply function. Price and non-price supply factors. Models of economic equilibrium. Changes in market equilibrium and prices. The influence of the state on market equilibrium.

Topic 3. Elasticity and market adaptation.

The concept of elasticity, its types, and indicators. Price elasticity of demand, types, and factors that determine it. Forms of price elasticity of demand, their graphic analysis. The elasticity of demand for income. Cross-elasticity of demand. Price elasticity of supply. Forms of price elasticity of supply and their graphical analysis. Practical application of the theory of elasticity.

Topic 4. Consumption and demand in a competitive market (cardinal and ordinal models).

Methodology of marginals and its application in microeconomic analysis. Stages of consumer behavior. The principle of rationality. Cardinalist (quantitative) approach to the analysis of consumer behavior, utility, and demand. Utility. Marginal and total utility. Utility function. Gossen's first law (the law of diminishing marginal utility). Ordinal's concept of utility. Axioms of the ordinal concept. Indifference curve and its properties. Map of indifference curves. Indifference curves for unusual preferences. Limit rate of substitution. Iso utility curve.

Topic 5. Budget constraints and consumer choice.

Consumer budget constraint. The impact of price and income on the line of the budget constraint. Optimization of consumer choice based on the ordinal approach. Optimization of consumer choice based on a cardinal approach.

Topic 6. The firm as a micro-economic entity.

Organizational forms and functions of the firm. Theory of production. The concept of production function. Theories of production costs and profits. Short-term production function. Short-term production function. Production costs in the short-term.

Topic 7. Market analysis of perfect competition.

Firm in a competitive market. Short-term models of profit maximization, a competitive firm (TRTC and MRMC). The general rule of choosing the optimal volume of production. The reaction of a competing firm to a change in price (conditions of unprofitable operation and closure of a competing firm).

Topic 8. Productivity of resources and costs in the long run.

The company's choice of effective technology. The company's choice of a cost-effective method of production. Isoquant. Limit rate of technological replacement. Minimize total costs for a given volume. Isocosta. Equimarginal principle. The trajectory of the company.



Topic 9. Theories of imperfect competition markets (monopoly, monopolistic competition, oligopoly).

Profit maximization and pricing strategy of the monopoly. Monopoly and competition. Profit maximization. Equilibrium in the monopoly market. Features of supply in the market of pure monopoly. Socio-economic consequences of monopoly. Monopoly power and its features. Price discrimination and conditions for its implementation. Price discrimination. Consequences of monopoly. The antitrust policy of the state. Firms in the market of monopolistic competition. Features of the market of monopolistic competition. Equilibrium models of a monopolistic competitor. The role of product differentiation and advertising as tools of non-price competition.

Oligopoly models. Oligopoly, its characteristics, and causes. Features of the oligopoly's behavior. Oligopoly equilibrium models. Oligopoly's pricing models.

2.3. Training schedule of the subject

№	Topic (thematic section)	Total, hours			
		Full-time			
		Total	Lectures	Practicals	Self-study
1	2	3	4	5	6
Module №1 "Microeconomics"					
1	2	3	4	5	6
1.1.	Microeconomics as a science	2 semester			
		9	2	2	5
1.2.	Demand and supply	11	2	2	5
			2		
1.3.	Elasticity and market adaptation	9	2	-	5
			2		
1.4.	Consumption and demand in a competitive market (cardinalist and ordinalist models)	9	2	2	5
1.5.	Budget constraints and consumer choice	11	2	2	5
			2		
1.6.	The firm as a micro-economic entity	11	2	2	5
			2		
1.7.	Market analysis of perfect competition	11	2	2	5
			2		
1.8.	Productivity of resources and costs in the long run	11	2	2	5
			2		
1.9.	Theories of imperfect competition markets (monopoly, monopolistic competition, oligopoly)	12	2	2	4
			2		
			2		
1.10.	Homework assignment	8	-	-	8
1.11.	Module test №1	3	-	1	2
Total for the module №1		105	34	17	54
Total for 2 semester		105	34	17	54
Total for the subject		105	34	17	54



2.4. Homework

Homework on the discipline is performed in the second semester in accordance with the approved guidelines. Homework is carried out by the student individually in accordance with the topics proposed by the teachers of the department. The time required to complete homework is 8 hours.

3. BASIC CONCEPTS OF GUIDANCE ON THE SUBJECT

3.1. Teaching methods

It is recommended to use the following teaching methods during mastering the subject:

- explanatory-illustrative method;
- method of problem statement;
- reproductive method;
- research method.

The implementation of these methods is carried out during the lectures, practical classes, independent problem solving, work with educational literature, etc.

3.2. List of references

Basic literature

- 3.2.1. Будагівська С. й ін. Мікроекономіка і макроекономіка, К., Основи, 2007.
- 3.2.2. Базилевич В., Мікроекономіка: підруч. – К. : Знання, 2008. – 679 с.
- 3.2.3. Косік А.Ф., Гронтковська Г.Е. Мікроекономіка: навч. посіб. – Рівне: УДУВТІ, 2019, – 402 с.
- 3.2.4. Robert S. Pindyck, Daniel L. Rubinfeld, Microeconomics, Eight Edition, New Jersey, Pearson Education, 2013. – 746 p.

Additional literature

- 3.2.5. Андреюк Н.В. Мікроекономіка: навч. посіб. – К: Кондор, 2004. – 176 с.
- 3.2.6. Базелінська О.В, Мініна О.Я. Мікроекономіка: навч. посіб. для студ. вузів. – К.: Центр навч. л-ри, 2004. – 350 с.
- 3.2.7. Чухно А.А. Сучасні економічні теорії: підруч. / Чухно А.А., Юхименко П.І., Леоненко П.М. — К. : Знання, 2007. — 878 с.
- 3.2.8. Висоцька М.П., Кириленко О.М. Обґрунтування вартості квитка з використанням коефіцієнтом цінової еластичності попиту Проблеми системного підходу в економіці: збірн. наук. праць. – К.: НАУ, 2013. – Вип.39. – С. 35-40.
- 3.2.9. Rogerson, Richard. 2018. “Structural Transformation and the Deterioration of European Labor Market Outcomes.” Journal of Political Economy 116 (April): 235–259.
- 3.2.10. Shimer, Robert. 2007. “Reassessing the Ins and Outs of Unemployment.” Unpublished paper, University of Chicago (October).
- 3.2.11. Klenow, Peter J., and Kryvtsov, Oleksiy. 2008. “State-Dependent or Price Dependent Pricing: Does It Matter for Recent U.S. Inflation?” Quarterly Journal of Economics 123 (August): 863–904
- 3.2.12. Case, Karl E. and Fair, Ray C., Principles of Microeconomics, Pearson Prentice Hall, Upper Saddle River, NJ, 2011. - 503 p.

3.3. Internet information resources

- 3.3.1. Офіційний сайт національного банку України URL : <https://bank.gov.ua>
- 3.3.2. Державна служба статистики України URL : <http://www.ukrstat.gov.ua>
- 3.3.3. Мін. фін. України URL : <https://minfin.com.ua/ua/>
- 3.3.4. OECD (Організація економічного співробітництва та розвитку) URL : <http://www.oecd.org>
- 3.3.5. EDX Courses URL : <https://www.edx.org/learn/microeconomics>
- 3.3.6. MIT Open Course Ware. Online Free Courses. URL : <https://ocw.mit.edu/courses/economics/>
- 3.3.7. Coursera. Online Free Courses. Online Paid Courses with Certification URL : <https://www.coursera.org/courses?query=microeconomics>



4. RATING SYSTEM OF KNOWLEDGE AND SKILLS ASSESSMENT

4.1. Grading of different kinds of academic activities performed by a student and obtained knowledge and skills are realized in values in line with Table 4.1.

Table 4.1

Kind of Academic Work	Maximum Grade Values
	Full time
	Module №1
Carrying out tasks on practicals	2 semester
	10 points \times 6 = 60
Carrying out test tasks	5 points \times 2 = 10
Homework assignment	10
<i>For admission to complete module test №1, a student must receive not less than</i>	48
Carrying out Module Test №1	20
Total by the Module №1	100
Total by the subject	100

The credit rating is determined (in points and on a national scale) based on the results of all types of educational work during the year.

4.2. Completed types of educational work are credited to the student, if he received a positive rating for them.

4.3. The sum of rating assessments received by the student for certain types of completed educational work is the current modular rating, which is entered in the module control.

4.4. The final semester rating in points, on the national scale and the ECTS scale is entered in the test report, study card and individual curriculum of the student (test book), for example, as follows: 92 / Excellent / A, 87 / Good / B, 79 / Good / C, 68 / Sat./D, 65 / Sat./E, etc.

4.5. The final rating of the discipline is equal to the final semester rating. The specified final rating assessment of the discipline is entered in the Diploma Supplement.



(Ф 03.02-01)

АРКУШ ПОШИРЕННЯ ДОКУМЕНТА

№ прим.	Куди передано (підрозділ)	Дата видачі	П.І.Б. отримувача	Підпис отримувача	Примітки
	У НТД	29.12.21	Шевченко Ю. І.		

(Ф 03.02-02)

АРКУШ ОЗНАЙОМЛЕННЯ З ДОКУМЕНТОМ

№ пор.	Прізвище ім'я по-батькові	Підпис ознайомленої особи	Дата ознайомлення	Примітки

(Ф 03.02-04)

АРКУШ РЕЄСТРАЦІЇ РЕВІЗІЇ

№ пор.	Прізвище ім'я по-батькові	Дата ревізії	Підпис	Висновок щодо адекватності
1.	Федорчук О. М.	01.02.23		Аку - та, прото. № 1 від 01.02.2023

(Ф 03.02-03)

АРКУШ ОБЛІКУ ЗМІН

№ зміни	№ листа (сторінки)				Підпис особи, яка внесла зміну	Дата внесення зміни	Дата введення зміни
	Зміненого	Заміненого	Нового	Анульованого			

(Ф 03.02-32)

УЗГОДЖЕННЯ ЗМІН

	Підпис	Ініціали, прізвище	Посада	Дата
Розробник				
Узгоджено				
Узгоджено				
Узгоджено				