

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/273AB/22	Course title: Microeconomics
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 2.	
Educational level: I.	
Prerequisites:	
Course requirements: Course requirements: Obligatory attendance in seminars, passing a written final exam. Scale of assessment (preliminary/final): Weight of midterm and final evaluation: 40% / 60%	
Learning outcomes: Learning outcomes: The subject Economics (1) provides basic knowledge about the origin and development of economic science. It explains the importance of the subject and the methodology of economic theory. It deals with the market and the market mechanism and its basic components such as demand, supply, price equilibrium and competition. It deals with the individual market subjects. Analyses the behaviour of the company and the consumer on the market. By mastering the basics of economic rules, the student will understand their application in practice.	
Class syllabus: Class syllabus: Basic terms: competition, present versus future value, economic versus accounting profit, borderline analysis. Market forces - supply and demand. Market equilibrium. Administrative interventions versus market equilibrium. Elasticity of demand. Maximization of turnover. Introduction to the theory of consumer behaviour. Production process and costs. Production functions, Isoquant, Isocost, Company optimum. Short and long-time horizon. Cost minimalization. Market structure. Perfect competition, monopoly, monopolistic competition, oligopoly. Profit maximization and pricing in different market types. Pricing in the oligopolistic market. Monopoly pricing strategies.	
Recommended literature: Recommended literature: BAYE, M.R. - PRICE, J.T. - SQUALLI, J. 2013. Managerial economics and Business strategy. McGraw-Hill, 2013. 636 s. ISBN 978-0-0771-5450-9 LISÝ, J. a kolektív - 2011. Ekonómia v novej ekonomike. Bratislava: Iura EDITION, spol. s r.o., 2011. 631 s. ISBN 978-80-8078-406-5 LISÝ, J. a kolektív - 2016. Ekonómia. Praha: Wolters Kluwer. 2016. 621 s. ISBN 978-80-7552-275-7	

STOLIČNÁ, Z. a ČERNIČKA, D. - 2017. Mikroekonómia. Bratislava: Univerzita Komenského v Bratislave, 2017. 90 s. ISBN 978-80-223-4372-5

Languages necessary to complete the course:

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Notes:

Past grade distribution

Total number of evaluated students: 0

A	ABS	B	C	D	E	FX	M
0,0	0,0	0,0	0,0	0,0	0,0	0,0	0,0

Lecturers: doc. Ing. Zuzana Stoličná, PhD.

Last change: 08.09.2022

Approved by: