

## Subject card

|                                             |                                                                                                                                                                                                                                                                                             |                                                          |                                         |                                     |         |                                                                                                                      |     |
|---------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------|-------------------------------------|---------|----------------------------------------------------------------------------------------------------------------------|-----|
| Subject name and code                       | Microeconomics, PG_00178613                                                                                                                                                                                                                                                                 |                                                          |                                         |                                     |         |                                                                                                                      |     |
| Field of study                              | Finance and Accounting                                                                                                                                                                                                                                                                      |                                                          |                                         |                                     |         |                                                                                                                      |     |
| Date of commencement of studies             | October 2025                                                                                                                                                                                                                                                                                |                                                          | Academic year of realisation of subject |                                     |         | 2025/2026                                                                                                            |     |
| Education level                             | Bachelor's studies                                                                                                                                                                                                                                                                          |                                                          | Subject group                           |                                     |         | Obligatory subject group in the field of study<br>Subject group related to scientific research in the field of study |     |
| Mode of study                               | full-time studies                                                                                                                                                                                                                                                                           |                                                          | Mode of delivery                        |                                     |         | at the university                                                                                                    |     |
| Year of study                               | 1                                                                                                                                                                                                                                                                                           |                                                          | Language of instruction                 |                                     |         | English                                                                                                              |     |
| Semester of study                           | 2                                                                                                                                                                                                                                                                                           |                                                          | ECTS credits                            |                                     |         | 5.0                                                                                                                  |     |
| Learning profile                            | academic                                                                                                                                                                                                                                                                                    |                                                          | Assessment form                         |                                     |         | exam                                                                                                                 |     |
| Conducting unit                             | Department of Corporate Finance -> Faculty of Management -> Rector                                                                                                                                                                                                                          |                                                          |                                         |                                     |         |                                                                                                                      |     |
| Name and surname of lecturer (lecturers)    | Subject supervisor                                                                                                                                                                                                                                                                          |                                                          | mgr inż. Alicja Grzenkowicz             |                                     |         |                                                                                                                      |     |
|                                             | Teachers                                                                                                                                                                                                                                                                                    |                                                          |                                         |                                     |         |                                                                                                                      |     |
| 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                                                       |                                         | 3.0                                 |         | 77.0                                                                                                                 | 125 |
| Subject objectives                          | The course aims to provide students with a foundational understanding of microeconomic principles, including market mechanisms, consumer and producer behavior, and different market structures. It equips students with the tools to analyze economic problems and assess market outcomes. |                                                          |                                         |                                     |         |                                                                                                                      |     |

|                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                            |                                   |
|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|
| Learning outcomes               | Course outcome                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Subject outcome                                                                                                                                                                                                                                                                                                                            | Method of verification            |
|                                 | [FiRL3_W02] The student has advanced knowledge and understanding of the functioning of the domestic and international financial market and financial instruments and institutions.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | The student describes the structure and functions of domestic and international financial markets, distinguishes between key financial instruments and institutions, and explains their roles in the flow of capital and the functioning of the global financial system.                                                                   | [SW4] test/exam - oral or written |
|                                 | [FiRL3_U01] The student can analyze and interpret socio-economic processes and phenomena—from the finance and accounting perspective—using knowledge and tools from management, quality sciences, economics, and finance.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | The student analyzes and interprets economic phenomena—such as market behavior, factor pricing, and competition structures—using foundational tools and concepts from economics and finance, with particular attention to their implications for financial decision-making                                                                 | [SU4] test/exam - oral or written |
|                                 | [FiRL3_W01] The student has advanced knowledge and understanding of the nature and evolution of management, quality, economics, and finance theories and their place in the social sciences system, particularly from the perspectives of finance and accounting.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | The student explains the nature and theoretical foundations of economics as a social science, characterizes key economic models related to consumer and producer behavior, market structures, and factor markets, and demonstrates an understanding of their evolution and relevance within the broader context of finance and accounting. | [SW4] test/exam - oral or written |
|                                 | [FiRL3_U02] The student can identify, analyze or design adequate solutions to problems in finance and accounting.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | The student identifies and evaluates selected problems related to resource allocation, pricing, or market inefficiencies, and proposes appropriate financial or economic solutions supported by theoretical reasoning and empirical indicators.                                                                                            | [SU4] test/exam - oral or written |
| Subject contents                | 1. Economics as a Science<br><br>2. Sources of Economic Data and Types of Indicators<br>3. Introduction to the Firm and Market Organization<br>4. Market, Demand, and Supply<br>5. Theory of Consumer Choice<br>6. Theory of Producer<br>7. The Firm and Market Structures<br>8. Perfect Competition<br>8.1 Models of Market Structures<br>8.2 Firm Equilibrium under Perfect Competition<br>9. Imperfect Competition<br>9.1 Monopoly Equilibrium<br>9.2 Monopolistic Competition<br>9.3 Oligopoly<br>9.4 Monopolistic Practices and Antitrust Legislation<br>10. Basics of the Theory of Income Distribution<br>11. Labor Market<br>12. Land and Capital Markets<br>12.1 Land Market<br>12.2 Physical Capital Market<br>12.3 Financial Capital Market |                                                                                                                                                                                                                                                                                                                                            |                                   |
| Prerequisites and co-requisites | Knowledge of mathematics.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                            |                                   |
| Assessment methods and criteria | Subject passing criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Passing threshold                                                                                                                                                                                                                                                                                                                          | Percentage of the final grade     |
|                                 | Exam                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 51.0%                                                                                                                                                                                                                                                                                                                                      | 100.0%                            |
| Recommended reading             | Basic literature                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 1. Pindyck R. S., Rubinfeld D. L., Microeconomics 8th edition, Pearson, 2013<br>2. Mankiw G. N., Principles of Microeconomics 5th edition, Cengage Learning, 2008<br>3. Jehle G. A., Reny P. J., Advanced Microeconomic Theory 3rd edition, Pearson Education Limited, 2011                                                                |                                   |

|                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|----------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                | Supplementary literature                                                                                                                                                                                                                                                                                                                                                                                                 | <p>1. Wojnicka-Sycz E., Theory-Based Evaluation Criteria for Regional Smart Specializations and Their Application in the Podkarpackie Voivodeship in Poland, Regional Studies, 2020, 54, 114, DOI: 10.1080/00343404.2020.1802419</p> <p>2. Wojnicka-Sycz E., Piróg K., Tutaj J., Walentynowicz P., Sycz P., Tenbrink C., From Adjustment to Structural Changes Innovation Activity of Enterprises in the Time of COVID-19 Pandemic, Innovation The European Journal of Social Science Research, 2022, DOI: 10.1080/13511610.2022.2036951</p> |
|                                                                | eResources addresses                                                                                                                                                                                                                                                                                                                                                                                                     | <p>Basic</p> <p><a href="https://tradingeconomics.com/-Economicdata">https://tradingeconomics.com/-Economicdata</a> - Trading Economics provides its users with accurate information for 196 countries including historical data and forecasts for more than 20 million economic indicators, exchange rates, stock market indexes, government bond yields and commodity prices.</p>                                                                                                                                                          |
| Example issues/<br>example questions/<br>tasks being completed | <p>1. Explain how a monopoly sets price and output quantity, and discuss the consequences for consumers and market efficiency.</p> <p>2. Analyze how changes in consumer preferences affect market equilibrium in a perfect competition model.</p> <p>3. Describe the differences between the physical capital market and the financial capital market, and explain how both markets influence business development.</p> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Work placement                                                 | Not applicable                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

Document generated electronically. Does not require a seal or signature.