

Subject card

Subject name and code	Microeconomics, PG_00193943						
Field of study	Sport Management						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2026/2027		
Education level	Bachelor's studies	Subject group			Obligatory subject group in the field of study 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			Polish		
Semester of study	2	ECTS credits			5.0		
Learning profile	academic	Assessment form			exam		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr inż. Ewa Malinowska				
	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		1.0		79.0	125
Subject objectives	The aim of the course is to familiarize students with the principles of making economic choices, the behavior of market participants: consumers and producers, and various types of market competition, as well as the behavior of entities in the production factor markets.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZSSML3_U02] Can identify problems related to the functioning of an organisation, especially the sports market, the processes carried out within it, and its relations with the environment, and propose appropriate solutions.	The student interprets definitions such as monopoly, oligopoly, competition, demand, supply, etc., and identifies and interprets basic microeconomic phenomena based on examples of operating enterprises.	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written
	[ZSSML3_W01] Has advanced knowledge and understanding of the nature and evolution of theories in the fields of management and quality sciences, economics, and finance, along with their place in the social sciences system—in particular, their significance for business decision-making in relation to entities in the sports market.	The student explains basic microeconomic phenomena: demand, supply, consumer and producer behavior in the market, the functioning of perfect and imperfect competition.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[ZSSML3_W02] Has advanced knowledge and understanding of the nature and functioning of various types of organisations (with particular emphasis on sports-market organisations), their attributes, functional areas, and processes, as well as their links with the environment.	The student describes the relationship between consumers and producers in the market under normal conditions, in markets with perfect and imperfect competition, and the responsibilities of antitrust authorities in protecting competition in markets and eliminating the social costs of monopolies and oligopolies.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[ZSSML3_U01] Can analyse and interpret socio-economic processes and phenomena in the context of business decision-making, especially in the sports market, using knowledge and tools from management and quality sciences, as well as economics and finance.	Student porównuje, w jaki sposób firmy zachowują się na rynkach oraz jak decyzje klientów i producentów wpływają na ich działalność.	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written
Subject contents	<p>Lecture:</p> <ol style="list-style-type: none"> 1. Economics as a science - main economic trends 2. Market, demand, supply, price 3. Theory of consumer choice 4. Theory of producer choice 5. Perfect competition 6. Imperfect competition 7. Basics of the theory of distribution. The Factor Market: Labor, Land, and Capital <p>Exercises:</p> <ol style="list-style-type: none"> 1. Introduction to economics, normative and positive economics, factors of production 2. Resource scarcity, opportunity cost, production possibilities frontier, the concept and elements of the market, government intervention and market mechanisms 3. The law of demand, the demand curve, price and non-price determinants of demand, the law of supply, the supply curve, price and non-price determinants of supply 4. Market equilibrium, market surplus and shortage, price elasticity of demand and supply in the short and long run 5. The indifference curve, the budget constraint line 6. The concept of utility, total and marginal utility, the demand curve of an individual consumer 7. Short-run production theory (production function, variable and fixed factors of production, total product, average and marginal product), long-run production theory (economies of scale, choice of production technique for profit maximization, isoquants, marginal rate of return) substitution, isocosts) 8. Production costs (accounting and economic costs, balance sheet and economic profit, fixed costs, variable costs, average costs, marginal costs, long-run costs) 9. Price, value, income, economic profit, normal profit and loss, total, average, and marginal revenue 10. Producer equilibrium in the short run: break-even point, rational loss limit, short-run supply curve, industry supply curve, producer equilibrium in the long run, optimal production structure: transformation curve, marginal rate of transformation, line of equal revenue 11. Monopoly equilibrium 12. Monopolistic competition 13. Circular flow of income and wealth, income and wealth differentiation and its measures 14. The land market and the physical capital market 15. The financial capital market 		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written exam	51.0%	100.0%

Recommended reading	Basic literature	<ol style="list-style-type: none"> 1. Milewski R., Kwiatkowski E. (red.), Podstawy ekonomii, Wydawnictwo naukowe PWN, Wydanie IV, Warszawa 2018 (rozdziały: 1-2 oraz 4-8). 2. Samuelson P. A., Nordhaus W. D., Ekonomia, Rebis, Wydanie III, Poznań 2017 (rozdziały: 1-15). 3. Kwiatkowski E., Kucharski L., Podstawy ekonomii ćwiczenia i zadania, Wydawnictwo Naukowe PWN, Warszawa 2018 (rozdziały: 1-6). 4. Fisher S., Gianluigi V., Dornbusch R., Begg D., Mikroekonomia, PWE, Warszawa 2013 (rozdziały:1-11). 5. Smith P., Begg D., Zbiór zadań, PWE, Warszawa 2001 (rozdziały: 1-3, 5-12).
	Supplementary literature	<ol style="list-style-type: none"> 1. McKenzie, R.B., Economics, Houghton Mifflin School, Boston, USA 1986 (rozdz. 22). 2. Pindyck R. S., Rubinfeld D. L., Microeconomics, 8th Edition, Pearson, New Jersey, USA 2013. 3. Mankiw G. N., Principles of Microeconomics, 5th Edition, Cengage Learning, Mason, USA 2008. 4. Jehle G. A., Reny P. J., Advanced Microeconomic Theory, 3rd Edition, Pearson Education Limited, Essex, England 2011 5. Krugman P., Wells R., Mikroekonomia, PWN, Warszawa 2012 (część VI, rozdział 13). 6. Konat G., Smuga T., Paradoksy ekonomii, PWN, Warszawa 2022. 7. Melitz M. J., Obstfeld M., Krugman P. R., Ekonomia międzynarodowa, tom 2, PWN, Warszawa 2018 (rozdział 15). 8. Greenlaw A.A., Shapiro D., Karpa W., Maszczyk P. i inni, Mikroekonomia podstawy, podręcznik do pobrania: https://openstax.org/details/books/mikroekonomia-podstawy 9. Nogal P., Racjonalność ekonomiczna w kontekście teorii użyteczności, Studia Ekonomiczne. Zeszyty Naukowe Uniwersytetu Ekonomicznego w Katowicach, 2014, nr 180, s. 154-162.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Np.: charakterystyka popytu, charakterystyka podaży, co to jest koszt alternatywny, na czym polega rynek producenta - jego cechy, charakterystyka konkurencji doskonałej, charakterystyka monopolu, charakterystyka ruchu okrężnego dochodów i majątku	
Work placement	Not applicable	

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