

UČNI NAČRT PREDMETA/COURSE SYLLABUS

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| Predmet: | Mikroekonomska teorija in uporaba |
| Course title: | Microeconomics: Theory and Application |
| Članica nosilka/UL Member: | UL FU |

| Študijski programi in stopnja | Študijska smer | Letnik | Semestri |
|---|---------------------------|-----------|-----------|
| Skupni doktorski študijski program UPRAVLJANJE IN EKONOMIKA JAVNEGA SEKTORJA , tretja stopnja, za pridobitev doktorata znanosti | Javno upravljanje (modul) | 2. letnik | Celoletni |
| Skupni doktorski študijski program UPRAVLJANJE IN EKONOMIKA JAVNEGA SEKTORJA , tretja stopnja, za pridobitev doktorata znanosti | Ekonomski (modul) | 2. letnik | Celoletni |

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| Univerzitetna koda predmeta/University course code: | 0060762 |
| Koda učne enote na članici/UL Member course code: | 3034 |

| Predavanja | Seminar | Vaje | Klinične vaje | Druge oblike študija | Samostojno delo | ECTS |
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| 20 | 20 | 0 | 0 | 20 | 90 | 5 |

Nosilec predmeta/Lecturer: dr Ljerka Cerović

Izvajalci predavanj: dr Đuro Benič, dr Ljerka Cerović
Izvajalci seminarjev: dr Đuro Benič, dr Ljerka Cerović
Izvajalci vaj:
Izvajalci kliničnih vaj:
Izvajalci drugih oblik:
Izvajalci praktičnega usposabljanja:

Vrsta predmeta/Course type: izbirni/elective

Jeziki/Languages:

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| Predavanja/Lectures: | Angleščina, Drugo |
| Vaje/Tutorial: | |

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti: **Prerequisites:**

Splošni pogoji za vpis v program.

Vsebina:

1. Teorije obnašanja potrošnikov: tradicionalni in sodobni pristop; statična in dinamična analiza
2. Proizvodnja homogenega izdelka proti optimalnemu proizvodnemu asortimanu
3. Klasična teorija proti menedžerskim teorijam podjetij
4. Določitev cene in količine proizvodnje v različnih tržnih stanjih
5. Politike določitve cen v realnosti
6. Določitev cen na trgu vhodnih faktorjev

Content (Syllabus outline):

1. Theories of consumer behavior: traditional and contemporary approach; static and dynamic analysis
2. Production of homogeneous product versus optimal product assortment
3. Classical versus managerial theories of firm
4. Determination of price and quantity of production in different market situations
5. Policies of pricing determination in reality

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| 7. Analiza tveganja in odločanje v pogojih negotovosti | 6. Determination of prices in the market for factor inputs |
| 8. Ekonomija blaginje, teorija prve in druge najboljše rešitve | 7. Risk analysis and decision-making under conditions of uncertainty |
| 9. Splošno ravnotežje: statična in dinamična analiza | 8. Welfare economics, the theory of first and second-best solution |
| 10. Slabosti trga, tržni neuspehi in ukrepi izboljšave | 9. General equilibrium: static and dynamic analysis |
| | 10. Market weakness, market failures and measures of correction |

Temeljna literatura in viri/Readings:

- Benić, Đ.: *Mikroekonomija: menadžerski pristup*, prvo izdanje, Školska knjiga, Zagreb, 2012.
- Pindyck, R. S. & Rubinfeld, D. L.: *Microeconomics*, 7th edition, Prentice Hall, New Jersey, 2009.
- Salvatore, D.: *Microeconomics: Theory and Applications*, 5th edition, Oxford University Press, New York, 2008.
- Carlton, D. W. & Perloff, J. M.: *Modern Industrial Organization*, 4th edition, Pearson International Edition, 2005.
- Frank, R. H.: *Microeconomics and Behavior*, 5th edition, McGraw Hill, New York, 2003.
- Wolfstetter, E.: *Topics in Microeconomics: Industrial Organization, Auction and Incentives*, Cambridge University Press, Cambridge, 2002.
- Babić, M.: *Mikroekonomska analiza*, peto izdanje, MATE, Zagreb, 2000.
- Koutsoyiannis, A.: *Moderna mikroekonomika*, drugo izdanje, MATE, Zagreb, 1996.

Cilji in kompetence:

Študent:

- bolje razume ključne koncepte teorije mikroekonomije s poudarkom na določanju uravnovešenja cene in količine kratkega ter dolgega roka ob prehodu s storitvenega/proizvodnega trga k »trgu inputa«, iz popolnih v nepopolne tržne pogoje, ki so obremenjeni s številnimi slabostmi in pomanjkljivostmi trga,
- dojema pomen, vlogo in delokrog mikroekonomskih instrumentov pri analizi in razumevanju obnašanja mikroekonomskih subjektov v stalno spreminjajočem se tržnem okolju,
- razume komplementarnost in skladnost razmerja med deskriptivno, geometrijsko in matematično dimenzijo mikroekonomije kot znanstvene discipline in upravičenosti znanosti in postopnega uvajanja v rigorozen analitični instrumentarij,
- osvoji kompleksno znanje in pridobi boljši občutek za ekonomijo in kritično distanco za boljše razumevanje in obvladovanje mikroekonomskih modelov in problemov,
- razume klasične mikroekonomske teorije, njen moderni razvoj in uporabo,
- povezuje teoretično analizo in resnično uporabo in dojema pomen učinkovitih odločitev v pogojih gospodarske realnosti na osnovi ekonomske teorije.

Kompetence:

- globlji in kompleksnejši način razmišljanja o mikroekonomiji in analizi,
- osvojitev zahtevnejše strokovne terminologije s področja mikroekonomije in analitičnega instrumentarija za boljše razumevanje ekonomskih procesov,

Objectives and competences:

Student:

- to enable students to reach a deeper understanding of the key concepts of microeconomic theory with emphasis on the policy of determining the equilibrium price and quantity of a short and long term, going from the output market to the input market, from the perfect to the imperfect market conditions burdened with numerous market weaknesses and shortcomings,
- to help students realize the importance, role and scope of microeconomic instruments in the analysis and in understanding the behavior of microeconomic entities in a constantly changing market environment,
- to indicate to students the complementary and compliant relationship of descriptive, geometric and mathematical dimension of microeconomics as a scientific discipline, and thus provide the scientific foundation and gradual introduction in an increasingly more rigorous analytical instruments,
- to provide students with the more complex forms of knowledge as to develop their economic intuition and critical distance for a deeper understanding and mastery of microeconomic models and problems,
- to provide students with a complete understanding of classical microeconomic theory, as well as the modern development of microeconomic theory and its application,
- to allow students to make a step from theoretical analysis to the application in real life, so they can see how in conditions of economic reality they make effective decisions based on economic theory.

Competences:

- to train students for a deeper and more complex microeconomic considerations and analyses,

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| <ul style="list-style-type: none"> • kritični pristop pri uporabi posameznih mikroekonomskih konceptov in modelov za reševanje problemov mikroekonomije, • razvita ekonomska intuicija in zmožnost kritične distance za boljše razumevanje mikroekonomskih zakonitosti in dogajanj, ne le v teoriji in idealnih laboratorijskih pogojih, temveč tudi v resničnih pogojih in praksi gospodarskih dogajanj, • sposobnost uporabe mikroekonomske teorije v poslovni resničnosti, tako na področju obnašanja potrošnikov kot tudi proizvajalcev, posebej pa glede določitve cen in količine proizvodnje in odločanja v pogojih negotovosti. | <ul style="list-style-type: none"> • to train students to adopt complex microeconomic concepts and analytic instruments necessary for the understanding of economic processes, • to train students for a critical approach in considering application of certain microeconomic concepts and models in solving problems of microeconomics, • to develop students' economic intuition and critical distance for a deeper understanding of microeconomic principles and events, not only at the theoretical level, in an ideal "laboratory conditions", but in real-world conditions and practice of economic reality, • to train students to apply the microeconomic theory on the business reality in the field of behavior both of consumer and producers, especially in determining the price and quantity of production, and decision-making under conditions of uncertainty. |
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| <p>Predvideni študijski rezultati:</p> <p>Študent obvlada ključne koncepte mikroekonomske teorije in razume pomen, vlogo in možnosti mikroekonomskega instrumentarija pri analizi mikroekonomskih pojavov in procesov. Uporablja deskriptivno, geometrijsko in matematično logiko, ki je potrebna za razumevanje mikroekonomske teorije in njene uporabe. Pozna možnosti uporabe mikroekonomske teorije v praksi, posebej s stališča menedžerskega odločanja. Končni študijski rezultat je boljše zaznavanje ekonomije s pomočjo kritičnega razmišljanja in obvladovanja kompleksnih mikroekonomskih problemov.</p> | <p>Intended learning outcomes:</p> <p>Student will master the key concepts of microeconomic theory, and realize the importance, role and scope of microeconomic instruments in the analysis and understanding of microeconomic phenomena and processes.</p> <p>Students will master descriptive, geometric and mathematical logic necessary for a complete understanding of microeconomic theory and its application.</p> <p>Student will also consider and adopt possibilities of application of the microeconomic theory in reality, especially in terms of managerial decision-making. It is expected that the <i>final outcome of learning</i> will result in higher level of economic intuition and critical thinking in tackling complex microeconomic problems.</p> |
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| <p>Metode poučevanja in učenja:</p> <ol style="list-style-type: none"> 1. Predavanja in predstavitve seminarjskih nalog v učilnici; samostojno učenje in raziskovalno delo študentov. 2. Predavanja o izbranih temah s področja mikroekonomske teorije in uporabe. 3. Seminarji – predstavitve rezultatov raziskovalnega dela študentov. 4. Samostojno učenje. 5. Raziskovalno delo študentov – obdelava izbrane kompleksne teme s področja mikroekonomske teorije in uporabe (analiza rezultatov, kritični pregled, potrditev/zavrnitev hipoteze). | <p>Learning and teaching methods:</p> <ol style="list-style-type: none"> 1. Lectures and seminars in class room; individual study and research work of students. 2. Lectures – contemporary topics in microeconomics theory and application. 3. Seminars – students present results of research work. 4. Individual study. 5. Research work of students – preparation of research paper in the field of microeconomics theory and application dealing with advanced microeconomic problem (analysis of the results, critical review, confirmation/refutation of the hypothesis). |
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| Načini ocenjevanja: | Delež/Weight | Assessment: |
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| • Izvedba in predstavitve raziskave. | 50,00 % | • Research paper preparation and presentation. |
| • Pisni izpit. | 50,00 % | • Written exam. |

Reference nosilca/Lecturer's references:

1. CEROVIĆ, Lj. et al. *Optimizacija strukture morskih vezova u nautičkoj marini na Viru*. Poslovna izvrsnost. VI (2012) 1; 29-58 (prethodno priopćenje, znanstveni, baze: ABI/INFORM; CAB Abstracts; EconLit; Journal of Economic Literature; EBSCO; ProQuest).
2. CEROVIĆ, Lj. et al. *Utjecaj vlasničke i kapitalne strukture na kretanje agencijskih troškova: studija slučaja vlasnički nisko koncentriranih poduzeća Republike Hrvatske*. Ekonomska misao i praksa. XX (2011) 2; 419-442 (pregledni rad, znanstveni, baze: Journal of Economic Literature; CABI; DOAJ; EBSCO; Hrčak; ProQuest).
3. CEROVIĆ, Lj. et al. *Contemporary Demand Theory and Ethical Consumer*. Journal of International Scientific Publications: Economy & Business. 3 (2009) 1; 723-733 (članak, znanstveni, baza: EBSCO).