

Faculty of International Economics and Administration
Department: International Economics and Politics
Professional area: Economics
Major: Marketing
Inter-University Program: International Marketing
Educational-and-qualification Degree: Master

COURSE DESCRIPTION

1. Course unit title: Microeconomics
2. Course unit code: ECO 1067
3. Type of course: equivalent
4. Level of course unit: Master
5. Year of study: first
6. Semester: first
7. Number of ECTS credits allocated: 6
8. Name of lecturer(s): Assoc. Prof. Mladen Tonev, PhD
9. Learning outcomes of the course unit: The students acquire knowledge about the system of market interaction at the level of economic micro-units – firms and households.
10. Mode of delivery: face-to-face.
11. Prerequisites and co-requisites: Economic History, Historical Geography, Fundamentals of Law.
12. Course contents: the course includes an introduction to the problems of market economy, elementary theory of market demand and supply of goods and services and its applications, consumer choice theory, the firm and its production, revenue and expense analysis of the firm. Competitive supply is an important part of the course in microeconomics. The course also includes the problems of price-formation of factor markets, as well as the market shortcomings.
13. Recommended or required reading:

Required reading:

1. Димов, Иван, и други, Обща икономическа теория, част I и II, "Нова звезда", София, 7-то изд., 2007, 528 стр.
2. Ковачев, Здравко и колектив, Микроикономика, ИУ, Варна, СТЕНО, 2009, 407 стр.
3. Николов, Ц. Микроикономика. – Варна: ВСУ, 2006.
4. Кънев, М. Микроикономика. – София: Люрен, 2006 г.
5. Трайчо Спасов и колектив, Микроикономика. – София: „Стопанство”, 2009.
6. Илиев, Ц. Микроикономика. – София, ЦДО-МВБУ, 2010.

Recommended reading:

1. Дейвид Фридмън, Теория на цените, ч. 1,2 и 3, С.,1993.
2. Трайчо Спасов и колектив, Учебен речник по икономика, С.,1993.

14. Planned learning activities and teaching methods: lectures, seminars.

15. Assessment methods and criteria: a written examination –test

Assessment criteria:

Knowledge of the basic concepts and categories in the field of microeconomic analysis - Satisfactory 3.

Knowledge of the laws and tendencies of the market type of economic organization at microeconomic level - Good 4.

Ability to use mathematical models to describe and present the economic processes and phenomena - Very good 5.

Free use of the vocabulary and categories in the field of object-cognitive area of microeconomics and the ability to include those judgments, estimates and concepts of this subject area in theoretical lexical structures - Excellent 6.

No adjustments to the grade of microeconomics with essays and course assignments are planned because the subject matter of this discipline is not controversial.

16. Language of instruction: Bulgarian.

17. Work placement(s): not planned, the course is theoretical.