Table 5.2. Subject specification

Study program: Bachelor Academic Studies **– Business Economics –** **Module 1 –** *Finance, Banking and Insurance* – **Module 2 –** *Business Economics and Entrepreneurship*
Subject name: Microeconomics
Teacher/Teachers: Cvetković S. Milica
Course status: mandatory, first year, first semester
Number of ECTS: 8
Condition: no
Subject objective The aim of the course is to acquire theoretical and practical knowledge in the field of microeconomics and to acquire knowledge of complex economic categories and laws that affect the functioning of the market mechanism in different market structures and different forms of companies; analysis of the behavior of individual economic entities (enterprises and households) in complex market and other business conditions and the way in which they make alternative choices for the efficient allocation of scarce economic resources and make decisions about the volume of production and costs in different forms of market conditions and competition; acquisition of knowledge about the factors and mechanisms that lead to the establishment of market equilibrium and the formation of market prices; understanding market shortcomings and limitations and measures of state intervention and regulation in improving market competition and the business environment with the main goal of the company's business success.
Case outcome The outcome of the course is the acquired theoretical knowledge and practical skills and the ability of students to understand the basic laws and instruments of this complex economic discipline, the principles of market functioning, the market efficiency of individuals and companies, but also of the economy as a whole. Students acquire competencies for performance basic process microeconomic analyzing and solving real economic problems in the company and making decisions in complex conditions business enterprises with the primary goal of expanding the scope and quality of operations and achieving net profit, i.e. the success of the company's operations.
Course content *Theoretical teaching* Introduction to the subject. Market demand and supply, elasticity of demand and supply. Consumer choice theory and behavioral economics. Business organizations and decisions about supply and production. State policy (central and local government policy) and its impact on supply and demand as well as on costs (obligations to the state) . Informational advantages and disadvantages, from the aspect of market successes and failures. Market structures of monopolies, oligopolies, perfect and monopolistic competition. Market efficiency and welfare economics. Externalities and social efficiency. Economics of public goods. Market for production factors. Human capital, wages, discrimination ~~and~~ individual and collective bargaining. Fundamentals of financial markets. Digital economy. *Practical classes:* Analysis of supply and demand, consumer behavior, elasticity of demand, business decisions about supply and production, cost analysis, market failures and state intervention and price control, optimization of business operations in market conditions of perfect, monopolistic competition, oligopolies and monopolies, price discrimination, external effects, analysis of public goods, employee wages, discrimination in the labor market, collective bargaining and unions, digitalization of business, financial markets and securities.
Literature 2. Varian Hal R. , *Microeconomics : a modern approach* , Faculty of Economics in Belgrade, Center for Publishing Activities , Belgrade, 2014. ISBN - 978-86-403-1316-2 ; 7th ed. 3. Mankiw, Mr. N. , *Principles economy* , Economic faculty, Belgrade, 2013. ISBN - 978-86-403-1310-0 ; 3rd preprinted ed . 4. Begg, D., Fischer, S., Dornbusch, R., *Economics* , Data status, B eograd , 2010. ISBN - 978-86-7478-028-2; 8th ed .

Number of hours of active teaching	**Theoretical classes: 45**	**Practical classes: 30**

Teaching methods Presentation of materials, case studies, discussion, homework, essays, defense of seminar papers, participation in projects, professional practice in companies and banks
Knowledge score (maximum number of points 100)

Pre-exam obligations	point	**Final exam**	point
activity during the lesson	**5**	written exam	
practical teaching	**5**	oral exam	30
colloquiums	**5 0**	....	
seminars	**1 0**		

The methods of knowledge assessment may vary, the table below lists only some options: (written exams, oral exams, project presentations, seminars, etc.)

*maximum required 2 pages in A4 format