Zał. nr 4 do ZW 64/2012

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| **FACULTY OF INFORMATICS AND MANAGEMENT**  **SUBJECT CARD**  **Name in Polish STRUKTURY RYNKU I ICH REGULACJE**  **Name in English Market Structure And Their Regulations**  **Main field of study (if applicable): MANAGEMENT**  **Specialization (if applicable): Business Management**  **Level and form of studies: 1st level, full-time**  **Kind of subject: optional**  **Subject code EKZ1147**  **Group of courses NO** |

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|  | Lecture | Classes | Laboratory | Project | Seminar |
| Number of hours of organized classes in University (ZZU) | **30** | **15** |  |  |  |
| Number of hours of total student workload (CNPS) | **60** | **60** |  |  |  |
| Form of crediting | **crediting with grade** | **crediting with grade** |  |  |  |
| For group of courses mark (X) final course |  |  |  |  |  |
| Number of ECTS points | **2** | **2** |  |  |  |
| including number of ECTS points for practical (P) classes |  | **2** |  |  |  |
| including number of ECTS points for direct teacher-student contact (BK) classes | **1** | **0,5** |  |  |  |

\*delete as applicable

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| **PREREQUISITES RELATING TO KNOWLEDGE, SKILLS AND OTHER COMPETENCES**   1. Student knows basic definitions, economic laws and relations in microeconomics. 2. Student knows basic market structures and their characteristics and can identified them. |

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| **SUBJECT OBJECTIVES**  C1 – The objective of the subject is presenting solid (reliable) backgrounds to understand problem related to decisions making by firms at different competitive markets.  C2 - The objective of the subject is systematic description of action and presenting connections and relations between market structure and market regulation made by government or EU.  C3 – The objective of the subject is to get known definitions connected with microeconomics, regulations and decision making in foreign language, and possessing ability of using correct words during problematic discussion. |

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| **SUBJECT EDUCATIONAL EFFECTS**  relating to knowledge:  PEK W01 – Student knows and can explain basic definitions, economic laws and relations in micro and macroeconomics. Student knows economic and law regulations related to national economy, economy of European Union and global economy.  PEK W02 – Student knows regulation theories in context of different government functions in economy.  PEK W03 – Student knows assumptions and causes, different tools and effects of economics and law regulations at microeconomics and macroeconomics level, in relation to particular markets and firms.  PEK W04 – Student has knowledge about potential structural change in companies, integration groups (such as EU) and on the market as a result of initiation of new regulation.  relating to skills:  PEK U01 – Student can define and analyze effects of incoming economics and law regulations at national and international level for particular organizations, markets and integration groups, such as EU.  PEK U02 – Student can formulate alternative solutions of typical management problems and formulate own opinions, based on chosen information sources, related to economic incidents and phenomena which influence on management decisions.  PEK U03 - K1-ZARZ\_U15  relating to social competences:  PEK K01 - K1\_ZARZ\_K01  PEK K02 - K1\_ZARZ\_K02 |

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| **PROGRAMME CONTENT** | | |
| **Form of classes - lecture** | | **Number of hours** |
| Lec 1 | **Market structure:** basic market structures- perfectly competitive, monopolistic competition, oligopoly, monopoly, main elements of market structures, market structures of suppliers and market structures of sellers, factors of market concentration, characteristics of the product and market structure, conditions of entrance on the market and conditions of existence on the market | 6 |
| Lec 2 | **Regulation and public goods – backgrounds of theory** | 2 |
| Lec 3 | **Regulation of monopoly:** naturalmonopoly and government monopoly, withdrawal from monopoly, regulation of monopoly and organization of regulations | 2 |
| Lec 4 | **Regulation of companies actions on oligopoly market:** rules of regulations,regulations instruments (tools) | 2 |
| Lec 5 | **Partial test Regulation of selected markets:** telecommunication or IT services, electricity market, gas or heat market | 1 1 |
| Lec 6 | **Costs in company:** the rules of costs measurement,different kinds of costs, relations between costs, economy of scale and the costs, examples of economies and diseconomies of scale | 2 |
| Lec 7 | **Pricing on the market:** prices and the market structure, firms’ selections and the prices, price differentiation, integration of firms and pricing, monopoly and prices | 2 |
| Lec 8 | **Strategic selections of companies:** companies expansion ways– integration and disintegration processes in companies, vertical and horizontal integration, diversification of activities, internationalization | 2 |
| Lec 9 | **Government policy for fusion of companies:**  objectives and rules of antitrust policy, interpretation of antitrust policy, the processes taking place in Poland and their characteristics, examples of antitrust government policy | 2 |
| Lec 10 | **Research and development in the area of production technology and product improvement:** market structure and techniques development,selections in companies against product development and implementation of new techniques, expansion strategies and research and development | 2 |
| Lec 11 | **International trade, market structure and firm strategies:** Determinants of international business turnover, foreign direct investments, functioning of national markets and international trade | 2 |
| Lec 12 | **Policy of national economy:** fiscal and money Policy and market structure change, infrastructural policy, regional policy | 2 |
| Lec 13 | **Final test** | 2 |
|  | Total hours | 30 |

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| **Form of classes - class** | | **Number of hours** |
| Cl 1 | Analysis of economics problems related to regulation of selected markets – problematic discussion | 6 |
| Cl 2 | Papers prepared by students - writing form and oral presentation of the papers (multimedia presentation) | 8 |
| Cl 3 | Problematic discussion – Conclusion of analyzed regulations | 1 |
|  | Total hours | 15 |

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| **Form of classes - laboratory** | | **Number of hours** |
| Lab 1 |  |  |
| Lab 2 |  |  |
| Lab 3 |  |  |
|  | Total hours |  |

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| **Form of classes - project** | | **Number of hours** |
| Proj 1 |  |  |
| Proj 2 |  |  |
| Proj 3 |  |  |
|  | Total hours |  |

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| **Form of classes - seminar** | | **Number of hours** |
| Sem 1 |  |  |
| Sem 2 |  |  |
| Sem 3 |  |  |
|  | Total hours |  |

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| **TEACHING TOOLS USED** |
| Lecture:  N1 – information lecture,  N2 – multimedia presentation,  N3 – problematic lecture.  Class:  N4 – analysis of selected problems, problematic discussion,  N5 - papers – oral presentation (eg. using Powerpoint), and writing form |

**EVALUATION OF SUBJECT EDUCATIONAL EFFECTS ACHIEVEMENT**

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| **Evaluation** (F – forming (during semester), P – concluding (at semester end) | Educational effect number | Way of evaluating educational effect achievement |
| F1 | W01,W02, W04 | partial test |
| F2 | W03, W04 | final test |
| F3 | U01, U02 | activity during classes, taking part in problematic discussion |
| F4 | U01, U02, U03 | writing form of the paper |
| F5 | U01, U02, U03 | oral presentation of the paper |
| Lecture: P = 0,5\*F1 + 0,5\*F2  Class: P = 0,2\*F3 + 0,4\*F4 + 0,4\*F5 | | |

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| **PRIMARY AND SECONDARY LITERATURE** |
| **PRIMARY LITERATURE:**   1. D. Begg, S. Fischer, R. Dornsbuch*, Mikroekonomia*, PWE, Warszawa 2007. 2. B. Klimczak, *Mikroekonomia*, Wydawnictwo AE im. Oskara Langego we Wrocławiu, 2006 i kolejne wydania. 3. Czarny E., Nojszewska E., Mikroekonomia, PWE, Warszawa, 1997 4. Kątowski T., *Podstawowy wykład z mikroekonomii*, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2000 5. W. Wrzosek, *Funkcjonowanie rynku*, PWE, Warszawa 2002. 6. Samuelson W. F., Marks S. G., *Ekonomia menerdżerska*, PWE, Warszawa, 1998 7. Acocella N., *Zasady polityki gospodarczej*, PWN, Warszawa 2002. 8. A.T. Szablewski, Liberalizacja sektora energetycznego i telekomunikacyjnego. 9. Z. Szalbierz: *Spółki dystrybucyjne na rynku energii elektrycznej. Zmiana struktur rynku i procesów zarządzania*. Wyd. Politechniki Wrocławskiej, Wrocław 2002.   **SECONDARY LITERATURE:**   1. Buchanan J. M., Musgrave, *Finanse publiczne a wybór publiczny. Dwie odmienne wizje państw*, Wydawnictwo Sejmowe, Warszawa 2005 2. Trefor Jones, *Business Economics and Managerial Decision Making*, John Wiley&Sons, 2004 3. Samuelson Paul A., *Economics*, McGraw-Hill Book Company, New York, 1985 4. Webster Thomas J., *Managerial economics: theory and practice,* Academic Press, Amsterdam, 2003 |
| **SUBJECT SUPERVISOR (NAME AND SURNAME, E-MAIL ADDRESS)** |
| Magdalena Węglarz, [magdalena.weglarz@pwr.wroc.pl](mailto:magdalena.weglarz@pwr.wroc.pl) |

MATRIX OF CORRELATION BETWEEN EDUCATIONAL EFFECTS FOR SUBJECT

**MARKET STRUCTURE AND THEIR REGULATIONS**

AND EDUCATIONAL EFFECTS FOR MAIN FIELD OF STUDY MANAGEMENT

AND SPECIALIZATION **Business Management**

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| **Subject educational effect** | **Correlation between subject educational effect and educational effects defined for main field of study and specialization (if applicable)\*\*** | **Subject objectives\*\*\*** | **Programme content\*\*\*** | **Teaching tool number\*\*\*** |
| **PEK W1** | K1\_ZARZ\_W07 | C1, C3 | Lec1,Lec2, Lec12, Cl1 | N1, N2, N4 |
| **PEK W2** | K1\_ZARZ\_W07 | C1,C2, C3 | Lec2 ÷ Lec5 | N1, N2, N3 |
| **PEK W3** | K1\_ZARZ\_W04, K1\_ZARZ\_W06 | C1,C2, C3 | Lec6÷Lec12, Cl1, Cl2 | N1, N2, N3, N4, N5 |
| **PEK W4** | K1\_ZARZ\_W06, K1\_ZARZ\_W08 | C1,C2, C3 | Lec1÷Lec12, Cl1÷Cl3 | N1, N2, N3, N4, N5 |
| **PEK U1** | K1\_ZARZ\_U03 | C1,C2, C3 | Cl1÷Cl3 | N4, N5 |
| **PEK U2** | K1\_ZARZ\_U04, K1\_ZARZ\_U07 | C1,C2, C3 | Cl1÷Cl3 | N4, N5 |
| **PEK U3** | K1\_ZARZ\_U15 | C1,C2, C3 | Cl1÷Cl3 | N4, N5 |
| **PEK K1** | K1\_ZARZ\_K01  K1\_ZARZ\_K06 | C1,C2, C3 | Cl1÷Cl3 | N4, N5 |
| **PEK K2** | K1\_ZARZ\_K02  K1\_ZARZ\_K06 | C1,C2, C3 | Cl1÷Cl3 | N4, N5 |

\*\* - enter symbols for main-field-of-study/specialization educational effects

\*\*\* - from table above