



3.2. Course description

| General information | | |
|--|--|--------------|
| Course instructor | Daniel Dragičević, Ph.D., Associate Professor | |
| Name of the course | Microeconomics | |
| Study programme | Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management | |
| Status of the course | compulsory | |
| Year of study | 1 st | |
| ECTS credits and manner of instruction | ECTS credits | 9 ECTS |
| | Number of class hours (L+E+S) | 75 (30+0+45) |
| 1. COURSE DESCRIPTION | | |
| 1.1. Course objectives | | |
| The objective of the course is to introduce students to the basic concepts of microeconomics and to introduce them into the way of economic thinking in analysing the microeconomic environment, and to apply the acquired knowledge in business decision making. | | |
| 1.2. Course enrolment requirements | | |
| None. | | |
| 1.3. Expected learning outcomes | | |
| After passing the exam in Microeconomics student will be able to: | | |
| <ol style="list-style-type: none"> 1. Properly explain and interpret the basic microeconomic concepts 2. Identify the characteristics of supply, demand and markets for factors input and describe the basic factors that influence supply, demand and markets for factors input 3. Describe and interpret consumer behaviour and uncertainty 4. Describe and distinguish between basic concepts of production and types of production costs 5. Identify, differentiate and compare fundamental market structures and identify the basic competitive strategies 6. State and compare basic sources of market failure 7. Analyse and discuss processes and events in the Croatian economy on predefined topics | | |
| 1.4. Course content | | |
| <ul style="list-style-type: none"> • Preliminaries • The Basics of Supply and Demand • Consumer Behaviour • Individual and Market Demand • Uncertainty and Consumer Behaviour • Production • The Cost of Production • Profit Maximization and Competitive Supply • The Analysis of Competitive Markets • Market Power: Monopoly and Monopsony • Monopolistic Competition and Oligopoly • Game Theory and Competitive Strategy • Markets for Factors Inputs | | |



| | | | | | | | |
|---|--|---|------------|---------------|------------|-------------------|--------------------|
| 1.5. Manner of instruction | <input checked="" type="checkbox"/> lectures | <input type="checkbox"/> individual assignments | | | | | |
| | <input checked="" type="checkbox"/> seminars and workshops | <input type="checkbox"/> multimedia and network | | | | | |
| | <input type="checkbox"/> exercises | <input type="checkbox"/> laboratories | | | | | |
| | <input type="checkbox"/> distance learning | <input type="checkbox"/> mentorship | | | | | |
| | <input type="checkbox"/> fieldwork | <input type="checkbox"/> other | | | | | |
| 1.6. Comments | | | | | | | |
| 1.7. Student responsibilities | | | | | | | |
| Class attendance. | | | | | | | |
| 1.8. Monitoring of student work ¹ | | | | | | | |
| Class attendance | 2,5 | Class participation | | Seminar paper | | Experimental work | |
| Written exam | 1,5 | Oral exam | | Essay | 0,9 | Research | |
| Project | | Continuous assessment | 2,4 | Report | 1 | Practical work | |
| Portfolio | | Discussion | 0,7 | | | | |
| 1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples) | | | | | | | |
| Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods. | | | | | | | |
| 1.10. Mandatory literature (at the time of submission of study programme proposal) | | | | | | | |
| Pindyck, R. S.& Rubinfeld, D. L (2018). Microeconomics (9 th ed.). Harlow: Pearson Education | | | | | | | |
| 1.11. Optional/additional literature (at the time of submission of the study programme proposal) | | | | | | | |
| 1. Colander, D.C. (2020). Microeconomics (11 th ed.). New York: McGraw-Hill. | | | | | | | |
| 2. Perloff, J. (2020). Microeconomics: Theory and Applications with Calculus (5 th ed.). Harlow: Pearson Education | | | | | | | |
| 1.12. Number of assigned reading copies in relation to the number of students currently attending the course | | | | | | | |
| Title | | | | | | Number of copies | Number of students |
| Pindyck, R. S.& Rubinfeld, D. L (2018). Microeconomics (9 th ed.). Harlow: Pearson Education | | | | | | 0 | |
| 1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences | | | | | | | |
| The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management. | | | | | | | |

¹ IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.