

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

ЗАТВЕРДЖЕНО

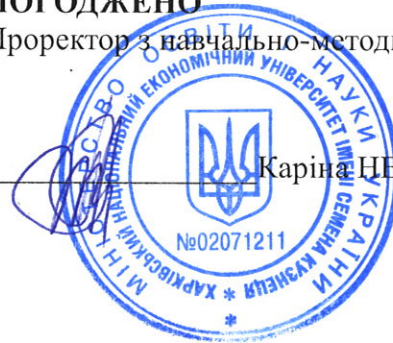
на засіданні кафедри державного управління, публічного адміністрування та економічної політики

Протокол № 2 від 30.08.2024 р.

ПОГОДЖЕНО

Проректор з навчально-методичної роботи

Каріна ЦЕМАШКАЛО



МІКРОЕКОНОМІКА
робоча програма навчальної дисципліни (РПНД)

Галузь знань	07 Управління та адміністрування
Спеціальність	075 «Маркетинг»
Освітній рівень	перший (бакалаврський)
Освітня програма	«Маркетинг»

Вид дисципліни	обов'язкова
Мова викладання, навчання та оцінювання	англійська

Розробник(и):
К.е.н., доцент

Наталія СТЕПАНЕНКО

Завідувач кафедри
Державного управління,
публічного адміністрування
та економічної політики

Наталія ГАВКАЛОВА

Гарант програми

Олена НЕБИЛИЦЯ

MINISTRY OF EDUCATION AND SCIENCE OF
UKRAINE

SIMON KUZNETS KHARKIV NATIONAL
UNIVERSITY OF ECONOMICS

APPROVED

at the meeting of the department of
public administration and economic
policy

Protocol № 2 dated 30.08.2024

AGREED

Vice-rector for education and methodical work



Karina NEMASHKALO

MICROECONOMICS
Program of the course

Field of knowledge	07 Management and administration
Specialty	075 «Marketing»
Study cycle	first (bachelor)
Study program	«Marketing»

Course status	Mandatory
Language	English

Developer:
PhD in Economics, Associate
Professor

Nataliia STEPANENKO

Head of Department
public administration and
economic policy

Nataliia GAVKALOVA

Head of study program

Olena NEBILYTSYA

INTRODUCTION

The relevance of the academic course and its necessity and role in the training of specialists in Ukraine is based on the need for the formation and further development of the national socio-economic model, taking into account the current needs of households and businesses. The academic course "Microeconomics" belongs to the cycle of natural sciences and general economics courses. The issues considered in the course "Microeconomics" are of great importance for the future marketer, as they allow revealing the motives of economic behaviour and the mechanisms of the functioning of business entities based on microeconomic theories, concepts, models substantiated by world and domestic science and tested by economic practice. The independent work of students with domestic and foreign economic literature, normative acts on issues of state regulation of the economy, and statistical materials are necessary elements of the successful assimilation of the educational material of the course.

The focus of Microeconomics is on the processes of making optimal economic decisions by the primary links of the economy based on rational behaviour and under the conditions of limited resources and the availability of alternative opportunities. At the same time, Microeconomics examines the peculiarities of the functioning and development prospects of certain commodity and resource markets, allows us to understand how prices are formed and the volumes of production are determined in various industries and elucidates the consequences of the influence of state regulation of individual market structures and industry markets.

Knowledge of the conceptual foundations of the educational course "Microeconomics" and mastering its practical tools meet the National Qualification Framework requirements, forming the professional competence of students in substantiating the optimal economic decisions of economic entities.

The purpose of the course: formation of a market-oriented economic worldview, knowledge and skills related to clarifying the mechanisms of establishing and restoring the balance of micro-systems and increasing the efficiency of business entities.

The tasks of the course: are:

- formation of a system of theoretical knowledge regarding the main economic categories and laws of economic functioning;
- mastering the basic theories of consumer and firm behaviour;
- acquiring the ability to distinguish indicators of the development of companies, industries, associations of enterprises and markets;
- understanding the principles of economic development of economic entities;
- awareness of methods and management decisions in the economy at the micro level;
- acquisition of skills to operate with basic economic categories and concepts;
- assimilation of motives, basic patterns and methodological principles of behaviour of economic subjects in market conditions at the micro level;
- mastering a universal toolkit for independent analysis and justification of making optimal business decisions under conditions of limited resources and the availability of alternative opportunities.
- to argue one's own position during the discussion of economic problems;

- analyse and structure the problems of the organization (enterprise), form reasonable solutions.

The object of the course: is the economic activity of people and general economic problems that arise during its implementation at the micro-level of the economic system, where micro-economic subjects enter into mutual relations.

The subject of study of the course: is the processes of economic choice carried out by economic entities to achieve their goals in the conditions of restrictions imposed on their capabilities.

The learning outcomes and competencies formed by the course are defined in table 1.

Table 1

Learning outcomes and competences formed by the course

Learning outcomes	Competencies
LO2	GC3
LO3	GC13
LO13	GC14
LO15	GC13

Where, LO2. Analyze and forecast market phenomena and processes based on the application of fundamental principles, theoretical knowledge and applied skills of marketing activities.

LO3. Apply acquired theoretical knowledge to solve practical tasks in the field of marketing.

LO13. To be responsible for the results of one's activities, to show the skills of entrepreneurial and managerial initiative.

LO15. To act socially responsibly and socially conscious on the basis of ethical principles of marketing, respect for cultural diversity and values of civil society with respect for individual rights and freedoms.

GC3. Ability to abstract thinking, analysis and synthesis.

GC13. Ability to work in an international context.

GC14. The ability to act socially responsibly and consciously.

COURSE CONTENT

Content module 1. Theoretical principles of producer-consumer interaction

Topic 1. The Subject matter and method of Microeconomics

1.1. Microeconomics as a component of theoretical economics. The problem of limited resources and the need for choice. Alternative of the intended use of limited resources and rational behavior of market actors. Macro-and microeconomics as major components of modern theoretical economics as methodological, terminological, Instrumental basis of specific economic disciplines.

1.2. *Conceptual framework and methodology of Microeconomics.* The subject of the course. Subjects and objects of economic relations at the micro level. Individual. Household. Business unit (firm). State. Methodology Microeconomic analysis. Microeconomic models. Normative and positive microeconomics.

1.3. *Goals, objectives and content of the discipline.* Block diagram of the content of courses. Relationship with other disciplines.

Topic 2. Marginal utility theory and consumer behaviour theory

2.1. *Utility in Economic theory and the problem of its measure.* Requirements, types of needs. The economic benefit. The concept of utility. Total and marginal utility. Utility function.

2.2. *Law of decreasing marginal utility of wealth.* The process of consumption and dynamics of the total and marginal utility. The first law of Gossen. Law decreasing marginal utility of wealth.

2.3. *Consumer equilibrium.* The notion of consumer equilibrium. Model set of consumption goods. Second Law of Gossen. Equimarginal principle of rational choice and equilibrium consumer.

Topic 3. Theory of ordinalism of consumer behavior

3.1. *Indifference curves and their properties. Consumer choice (ordinalism position).* Features analysis of the utility function (ordinalism position). Indifference curves as special tools microeconomic analysis. Special cases of configuration indifference curves. Marginal rate of substitution goods. Preferences and attractiveness, preferences and choices. Assumptions of consumer preferences.

3.2. *Budget line. Budget constraints and possibilities of the consumer.* The notion of slope of the budget line. Impact of changes in consumer income budget line allocation and consumption process.

3.3. *Optimum consumer as a model of rational consumer choice.* Consumer equilibrium: the economic, algebraic, graphical interpretation. Various cases of striking a balance: the internal angle.

Topic 4. The analysis of consumer behavior

4.1. *The reaction of consumers on changing its incom.* The line "income - consumption." Slope of line as evidence relating to consumer goods. The notion of "full" and "inferior" goods. Engel curve. Tornkvist features.

4.2. *Consumers react to price changes of goods.* The line "price - consumption." The development path of consumption as a result of lower prices. Building a line of individual consumer demand.

4.3. *Substitution effect and income effect.* Decomposition of the total volume change in demand into two components: the effect of income and substitution effect. Single and differently directed influences effects (for Slutski by Hicks). Giffen paradox. The effects of substitution and income as the basis of construction of individual demand functions for the benefit in utility theory.

4.4. *Giffen Paradox.* Decision-making in situations of risk. The uncertainty and risk. Tendency and consumer unwillingness to risk. Risk and effective solutions.

Topic 5. Demand, supply and their interaction

5.1. Supply and demand laws. Supply and its laws. Feature suggestions. The supply law. The analysis of change proposals in general and of magnitude (volume) proposal.

Market demand as the sum of all Individual consumers demand a particular product. Demand function. The law of demand and explain its basic terms of the theory of consumer behavior. Analysis of changes in demand and overall size (volume) of demand.

5.2. The interaction of supply and demand. Equilibrium concept of market equilibrium. Determination of equilibrium price and equilibrium quantity of goods. Effect of changes in demand and supply in equilibrium, the equilibrium price and equilibrium quantity in the market. Sustainability and dynamism of market equilibrium. The notion of consumer surplus and producer surplus.

5.3. Elasticity of supply and demand. The concept of elasticity of interrelated indicators. Elasticity of demand for factors of influence: the price on its own good, for the price of complementary or interchangeable goods (cross elasticity) for income. The relationship between price and gross proceeds at a different elasticity. Determinants of supply. Elasticity of supply at its own cost-benefit and prices of production factors.

Topic 6. Theory of production and microeconomic model of the enterprise

6.1. The enterprise market and as an industrial-market system. Simplified scheme of market-industrial system.

6.2. Aggregate, average and marginal product. Production and factors of production. The essence and structure of production factors. Aggregate, average and marginal product.

6.3. Production process and its optimization. Total and average income. Profit as the final result of the enterprise. Features of production. Production technology. Interchangeability and interdependence of production factors. Optimal ratio of resources. Economic and technological efficiency of production. Micro-economic model of the enterprise.

6.4. Production function: concepts, parameters, types. Concept of production function. Properties of the production function. Types of production functions. Extensive and intensive production. Short-term and long-term periods in the enterprise's activity. Production with one and two variable factors of production. Features of the production function in the short run. The law of diminishing marginal productivity (return) of a variable factor of production.

Topic 7. Theory of production and production costs

7.1. Concept and structure of factors of production. Features of the production function in the long run. Production with one and two variable factors of production.

7.2. Isoquant and isocost: essence, graphic and algebraic representation. Isoquant. Map of isoquants. Zone of technological substitution. The marginal rate of technological substitution. Isocosta: essence, graphical and algebraic representation. Optimum of the producer and its graphic interpretation.

7.3. The effect of scale and its influence on determining the optimal size of the enterprise. Production in the long term. The concept of scale effect. Constant, increasing

and decreasing returns to scale. "Path of development" curve. The concept of the minimum effective size of the enterprise. Selection of a combination of production factors according to the criteria of cost minimization or output maximization.

Content module 2. Theory of market structures

Topic 8. Production costs

8.1. Economic and accounting approach to determining production costs. Costs, their nature and structure. General characteristics of expenses and their classification. Economic and accounting approach to determining production costs. The concept of opportunity costs. External (accounting) and internal costs. Costs, expenses, payments, cost price - importance of separation, their relationship.

8.2. Production costs in the short term: types, graphic representation, practical significance. Production costs in the short term. Fixed, variable, total costs, their graphic representation. Conditionally variable and conditionally fixed costs. Average costs: essence, formulas, graphic representation. Marginal costs. Marginal revenues. Marginal productivity. The rule of profit maximization. Equilibrium of the firm in the short term. Maximization-minimization goals of the firm. Cross-border, cross-border and cross-border company. Cross-border firm with normal and excess profit.

8.3. Production costs in the long run. Scale effect. Industry proposal. Production costs in the long run. Long-run cost curves. The concept of the minimum effective size of the enterprise. Effect of scale of production: essence, types, practical significance. Industry offer. The supply curve of an industry with constant and increasing costs.

Topic 9. The market of perfect competition

9.1. The concept of perfect competition. Market demand for products of a competing firm. Signs and conditions of the existence of a perfectly competitive market. Types of competition. Market demand for the products of a firm operating under conditions of perfect competition. A graphic representation of a competitive firm's demand, average, marginal, and total revenue.

9.2. The behavior of a competitive firm in the short-term and long-term periods. Determination of the firm's behavior in the short-term period. The rule of profit maximization and loss minimization: two methods of definition. The behavior of the enterprise under the conditions of a change in the market situation. Firm supply in the short run, its relationship to cost curves, industry supply schedule. Concept of market equilibrium. Determination of equilibrium volume and equilibrium price. Company and industry offer. The behavior of the firm in the long-term period. The long-run market supply curve and its possible configurations in industries with constant, increasing, decreasing costs. Long-term equilibrium of the enterprise, the industry, the market and the mechanism of its support.

9.3. Determination of the efficiency of the market of perfect competition. Efficiency of the market of perfect competition. Advantages and disadvantages of perfect competition.

Topic 10. Monopoly market

10.1. Characteristic features of the pure monopoly market. Types of monopolies. Characteristic features and peculiarities of the existence of a pure monopoly market. Barriers to entry into the industry: economic, administrative and legal. The main types of monopolies.

10.2. The monopolist's demand curve. Choice of price and volume of production by the monopolist. The monopolist's demand curve. The monopolist's choice of price and volume of production. Influence of the price elasticity of demand on the monopolist's behavior. Rules for profit maximization and loss minimization. The monopolist's proposal and the peculiarities of its formation. Determination of monopoly price. Monopolistic pricing strategies. Price discrimination: concepts, conditions and types.

10.3. Monopoly and monopoly power. Price discrimination: concepts, conditions and types. Monopoly and monopoly power. Sources of monopoly power. Indicators of monopoly power. Restrictions on monopoly power. Regulated monopoly. The need for state regulation of monopoly. Equilibrium of a monopolist firm in the long run. Achieving and maintaining market power in the long term.

10.4. Advantages and disadvantages of monopolies. Monopolistic market efficiency. Economic consequences of industry monopolization. Advantages and disadvantages of monopolistic firm activity. Social losses from monopolist activities. Antimonopoly policy. Antimonopoly legislation of Ukraine.

Topic 11. Oligopoly and monopolistic competition

11.1. Oligopolistic market: its features and peculiarities. Types of oligopolies. Theory of classical duopoly. The main features of an oligopolistic market. Types of oligopolies: pure and differentiated. Non-cooperative and cooperative behavior of oligopolists. Leadership in prices. Price competition. Cournot duopoly model: contractual and competitive equilibrium.

11.2. The behavior of firms in an oligopolistic market. Price wars. Oligopoly from the point of view of game theory. The Prisoner's Dilemma is an example of a non-cooperative non-zero-sum game. Cartels. Price wars. Analysis of the broken demand line. Price inflexibility. Conspiracy theory. Cartel unions. Conditions and factors of cartel formation. Indicators of monopoly power. Pricing based on the "cost plus" principle. Efficiency and socio-economic consequences of oligopoly.

11.3. The market of monopolistic competition, its characteristics. The concept of product differentiation. Market model of monopolistic competition, its characteristics. The behavior of firms in the market of monopolistic competition. Product differentiation: forms, positive effects and threats. Efficiency of monopolistic competition. Excess capacity. The demand curve of a firm operating in a monopolistically competitive market. The dynamics of the company's profitability in the short-term and long-term periods. Determination of the price and optimal volume of production. Conditions for achieving and maintaining break-even in the long term.

11.4. Peculiarities of non-price competition in the oligopolistic market and the market of monopolistic competition. Non-price competition, its types and consequences for producers and consumers. Advertising, its role in the formation of demand. Advantages and disadvantages of advertising.

Topic 12. General characteristics of factor markets

12.1. Markets of factors of production (resources): features of supply and demand, equilibrium. Supply of production factors. Demand for goods and demand for resources. Demand for resources as a derivative. Resource usage rule. Demand for resources under conditions of perfect and imperfect competition. Factors that affect the demand for resources. Elasticity of demand for a resource. Optimal ratio of resources. Least Cost Rule. The rule of profit maximization.

12.2. Demand and supply of labor, determination of its price. Labor as a resource, as a factor of production. Characteristics of a perfectly competitive labor market. The producer's marginal profit from hired labor. An individual worker's demand for work. Industry demand for labor. Job offer for an individual worker. Market supply of labor services. Equilibrium in the labor market. Differentiation of wage rates. Economic rent in the labor market. The role of trade unions. Monopoly demand for labor and monopoly equilibrium. Monopsonic and oligopsonic markets, their features. Bilateral monopoly and determination of the real wage level. Trade unions control over labor supply. Discrimination in labor markets.

12.3. Capital as a resource of long-term use. Equilibrium in the capital market. Capital as a resource of long-term use. Demand and supply of capital. Equilibrium in the capital market. Formation of the interest rate as the equilibrium price of capital. Investments, their types. The influence of the interest rate on short-term investment projects of entrepreneurs. Justification of investment decisions in the long term. Intertemporal budget constraint, intertemporal equilibrium.

12.4. Land as a factor of production. Rent, land price. Land as a factor of production. Land market. Demand and supply of land. Economic and land rent. The price of land as a capitalized rent. Rent.

12.5. Entrepreneurial abilities, their characteristics as a factor of production. Profit concepts. Main functions and types of income. Normal profit. Profit concepts. Main functions and types of income.

Topic 13. Institutional aspects of market economy, general market equilibrium and welfare economy

13.1. General economic equilibrium, its types. Interrelationship and interdependence of general economic equilibrium and equilibrium at the micro level. interaction of two, three and multiple markets.

13.2. Efficiency of production, release, exchange. Production efficiency, production possibilities curve, output efficiency. Exchange efficiency. Curve of contracts. Pareto efficiency. Efficiency and fairness. Level and quality of life: essence, indicators.

13.3. Well-being: essence, criteria, indicators. Well-being: essence, criteria, indicators. Basic welfare theorems. Edgeworth box.

13.4. Redistribution of income. Lorentz curve. Income inequality. The Lorentz curve and the Gini coefficient. Redistribution of income. The impact of taxes on the general economic equilibrium. Quasi-optimum.

The list of practical (seminar) studies in the course is given in table 2.

Table 2

List of practical (seminar) studies

Topics	Content
Topic 1.	Talk "Modern tools of microeconomic analysis". Discussion "Microeconomic atomism". Debate "Relevance of the principles of microeconomics"
Topic 2.	Discussion "Time factor and consumer choice". Presentation "Interim consumer choice". Solving tasks by topic.
Topic 3.	Discussion "Equilibrium of the consumer - an ordinalist approach". Conversation "Formation of consumer preferences". Solving tasks by topic.
Topic 4.	Discussion "Modeling consumer behavior". Brainstorm "Determinants of consumer behavior". Solving tasks by topic.
Topic 5.	Conversation "Interaction of supply and demand. The influence of the state, speculation on the stability of the market equilibrium". Discussion "Effect of elasticity on consumer choice". Solving tasks by topic.
Topic 6.	Discussion "Factors of production" Discussion "Combination of factors of production in the short term". Solving tasks by topic.
Topic 7.	Talk "Optimum of the commodity producer". Discussion "Maximization-minimization objectives of the firm". Solving tasks by topic.
Topic 8.	Talk "Maximizing-minimizing goals of the firm." Debate "The essence of the problems of business efficiency". Brainstorm "Factors influencing profit". Solving tasks by topic.
Topic 9.	Debate "Perfect competition - ideal functioning of the market system." Brainstorming "Asymmetry of information in the market". Solving tasks by topic.
Topic 10.	Debate "Peculiarities of functioning and regulation of monopolies in Ukraine." Discussion "indicators of monopoly power". Solving tasks by topic.
Topic 11.	Talk "Main models of pricing in the oligopoly market." Talk "Main models of pricing in the market of monopolistic competition." Solving tasks by topic.
Topic 12.	Talk "Regulation of pricing in resource markets". Debate "Peculiarities of the formation of demand and supply in the labor market." Solving tasks by topic.
Topic 13.	Debate "Economics of well-being - peculiarities in Ukraine". Solving tasks by topic.

The list of self-studies in the course is given in table 3.

Table 3

List of self-studies

Topic	Content
Topic 1.	Dialectic of the interrelationship of interests and needs.
Topic 2.	Problems of determining usefulness
Topic 3.	Determination of utility under the condition of consumption of a set of goods.
Topic 4.	Peculiarities of consumer behavior when purchasing different types of goods.
Topic 5.	Effect of elasticity on market equilibrium. The sensitivity of supply and demand when introducing taxes and subsidies to producers.
Topic 6.	Production function at the micro level: problems of interpretation.
Topic 7.	Models of firm behavior.

Topic 8.	Peculiarities of calculating marginal costs in the short-term and long-term periods.
Topic 9.	Limitation of the theory of perfect competition.
Topic 10.	Determination of indicators of monopolization.
Topic 11.	Peculiarities of pricing in oligopoly and monopolistic competition markets
Topic 12.	Equilibrium in the markets of factors of production
Topic 13.	Indicators of well-being in the country, their dynamics and comparison with other countries

TEACHING METHODS

When teaching an educational discipline, it is advisable to use explanatory and illustrative method; problem statement method; heuristic method; research method.

To activate and stimulate the educational and cognitive activity of the applicants, the following are used: problem lectures (topics 1 - 13); presentations (topics 1 – 13); work in small groups (topics 1-13); discussions (topics 1-13); individual research work (topics 1-13).

FORMS AND METHODS OF ASSESSMENT

The University uses a 100-point cumulative system for assessing the learning outcomes of students.

Current control is carried out during lectures, practical and seminar classes and is aimed at checking the level of preparedness of the student of higher education to perform a specific job and is evaluated by the sum of points scored:

for the course with a form of semester control: the maximum amount is 100 points; the minimum amount that allows a student of higher education to pass an exam is 60 points.

The final control includes the semester control and certification of the student of higher education.

Semester control is conducted in the form of credit.

The final grade for the academic course is determined by adding up all the points obtained during the current control.

During the teaching of the academic course, the following control measures are used:

Current control: Individual educational and research tasks (30 points), express survey (20 points); written test (20 points), colloquium (30 points).

Semester control: Credit

More detailed information on the assessment system is provided in a technological card of the course.

RECOMMENDED LITERATURE

Main

1. Аналітична економіка: макроекономіка і мікроекономіка : підручник : у 2 кн. /С. М. Панчишин, П. І. Острроверх, І. В. Грабинська та ін. ; за ред. С. М. Панчишина, П. І. Острроверха. – 4-те вид., виправл. та доп. – Л. : Априорі, 2020. – 648 с.
2. Базилінська О. Я. Мікроекономіка. Посібник. / О. Я. Базилінська, О. В. Мініна; – Київ : Центр учбової літератури, 2022. – 352 с.
3. Ігнатьюк А. Мікроекономіка. Підручник. – Київ : Ліра-К, 2023. – 420 с.
4. Макро- та мікроекономіка [Електронний ресурс] : навчальний посібник для студентів усіх спеціальностей першого (бакалаврського) рівня / М. А. Мащенко, М. С. Бріль, О. М. Кліменко та ін. ; за заг. ред. д-ра екон. наук, доцента М. А. Мащенко. – Харків : ХНЕУ ім. С. Кузнеця, 2021. – 214 с. – Режим доступу: <http://repository.hneu.edu.ua/handle/123456789/27811>
5. The Fundamentals of Economics [Electronic resource] : textbook for self-study / L. Ukrainka, M. Mashchenko, I. Lisna [et al.] ; under the edit. M. Mashchenko; Simon Kuznets Kharkiv national university of economics. - E-text data (910 КБ). - Kharkiv : S. Kuznets KhNUE, 2021. - 163 p. Режим доступу: <http://repository.hneu.edu.ua/handle/123456789/26379>.
6. Consumer behavior / R. D. Blackwell, P. W. Miniard, J. F. Engel et al. – 10th ed. – Boston : Cengage, 2018. – 719 p.
7. Curtis D. Microeconomics: Markets, Methods and Models / D. Curtis, I. Irvine. – Calgary : Lyryx, 2019. – 398 p.
8. Curtis D. Principles of Microeconomics / D. Curtis, I. Irvine. – Calgary : Lyryx, 2020. – 458 p.

Additional

9. Білецька Л. Економічна теорія: політекономія, мікроекономіка, макроекономіка. / Л. Білецька, О. Білецький, В. Савич. – Київ : Центр учбової літератури, 2021. – 688 с.
10. Економічна теорія : підручник / В.Г. Чепінога ; Міністерство освіти і науки України. - Київ : Юрінком Інтер, 2019. - 653 с.
11. Каменева Н. Мікроекономіка: Навч. посібник / Н. М. Каменева, М. В. Косич, О. Ю. Александрова та ін. – Харків: УкрДУЗТ, 2022. – 305 с.
12. Теоретико-методологічні засади формування національної економічної системи в умовах інтеграції у світове господарство [Електронний ресурс] : монографія / М. С. Бріль, О. М. Кліменко, М. А. Мащенко та ін. ; за заг. ред. канд. екон. наук, доцента М. С. Брілья. – Харків : ХНЕУ ім. С. Кузнеця, 2019. – 208 с.
13. Макро- і мікроекономіка . Методичні рекомендації до практичних робіт для студентів усіх спеціальностей першого (бакалаврського) рівня [Електронний ресурс] / укл. М. А. Мащенко, О. О. Пономаренко, Н. О. Степаненко; Харківський національний економічний університет ім. С. Кузнеця. - Електрон. текстові дан. (263 КБ). - Харків : ХНЕУ ім. С.Кузнеця, 2021. - 57 с. - Режим доступу: <http://repository.hneu.edu.ua/handle/123456789/24906>

14. Hart N. Alfred Marshall and Modern Economics: Equilibrium Theory and Evolutionary Economics / N. Hart. – Basingstoke : Paigraue Macmillan, 2018. – 271 p.

Information resources

15. The course page on the platform Moodle. Access mode : <https://pns.hneu.edu.ua/course/view.php?id=309>.

16. The official site of the European Union. – Access mode : www.ec.europa.eu.

17. The official site of the Organization for Economic Co-operation and Development (OECD). – Access mode : stats.oecd.org.

18. The official site of the State Statistics Committee of Ukraine. – Access mode : www.ukrstat.gov.ua.

19. The official site of the U.S. Bureau of Labor Statistics. – Access mode : www.bls.gov.

20. The official site of the U.S. Census Bureau. – Access mode : www.census.gov.

21. The official site of the U.S. Department of Commerce. – Access mode : <https://www.commerce.gov>.

22. The official site of the World Bank. – Access mode : www.worldbank.org.