



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Fundamentals of Economics [S1DSwB1>PE]

Course

Field of study

Data Science in Business

Year/Semester

1/1

Area of study (specialization)

–

Profile of study

general academic

Level of study

first-cycle

Course offered in

Polish

Form of study

full-time

Requirements

compulsory

Number of hours

Lecture

15

Laboratory classes

0

Other

0

Tutorials

15

Projects/seminars

0

Number of credit points

2,00

Coordinators

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Lecturers

Prerequisites

The student should have a basic understanding of how the economy functions and be familiar with general principles of socio-economic life. Logical thinking skills and a basic knowledge of mathematical and statistical concepts are also welcome.

Course objective

To present students with basic economic theories and general knowledge about the principles of operation of modern economic systems and economic entities.

Course-related learning outcomes

Knowledge:

1. Characterizes basic market mechanisms, including the relationships between supply, demand, and price elasticity [DSB1_W09].
2. Analyzes the role of the state in the economy and the impact of new technologies on economic development and the globalization of markets [DSB1_W10].

Skills:

1. Interprets macroeconomic indicators such as inflation, GDP, GNP, and business cost analysis to assess the health of the economy [DSB1_U03].
2. Compares and analyzes economic phenomena such as savings, investments, and economic growth in the context of Poland and other EU countries [DSB1_U06].

Social competences:

1. Considers the socio-economic context in the process of making economic decisions, analyzing the impact of economic policy on the business and consumer sectors [DSB1_K01].

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

1. Multiple choice test. The pass mark is 50% of the points.
2. Preparation and presentation of a selected economic problem (in a team of two).

Programme content

The course curriculum covers basic economic theories and general knowledge about the principles of operation of modern economic systems and economic entities.

Course topics

Lecture

- 1 The subject of economics. Basic economic entities.
2. The essence of the market mechanism.
3. Elasticity of demand/supply and its applications.
3. Theory of the producer (entrepreneur).
4. Analysis of enterprise costs in the short and long term.
5. Analysis of market structures.
6. The role of the state in the economy.
7. The issue of economic growth.
8. New technologies as the main driving force of the modern economy.

Exercises

1. Producer and consumer decisions in microeconomics.
2. Measuring consumer inflation.
3. Price elasticity of demand and supply.
4. Cost analysis in an enterprise.
5. Measures of the state of the economy (gross domestic product, gross national product, global production, consumption).
6. Comparison of the savings rate and the investment rate in Poland and other European Union countries.
7. Economic globalization - advantages and disadvantages.

Teaching methods

Traditional lecture: multimedia presentation, illustrated with examples given on the board. Problem-based lecture. Presentations and Discussions.

Bibliography

Basic:

1. Gajowiak M. (red.), Makroświat. Podręcznik z zadaniami z makroekonomii, Wydawnictwo Politechniki Poznańskiej, Poznań 2013.
2. Mankiw N.G., Taylor M.P., Mikroekonomia, PWE, 2009, 2015.
3. Borowiec A., Brzęczek T., Mikroekonomia, Wydawnictwo Politechniki Poznańskiej, Poznań 2011.
4. Makroekonomia. Podstawy, 2023, wersja cyfrowa, <https://openstax.pl/szczegoly-kisiazki?book=Makroekonomia%E2%80%93Podstawy>

Additional:

1. Krugman P., Mikroekonomia, PWN, 2020.
2. Krugman P., Makroekonomia, PWN, 2020.

3. Stiglitz, Ekonomia sektora publicznego, PWN, 2004.

Breakdown of average student's workload

	Hours	ECTS
Total workload	50	2,00
Classes requiring direct contact with the teacher	30	1,00
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	20	1,00