

АННОТАЦИЯ РАБОЧЕЙ ПРОГРАММЫ ДИСЦИПЛИНЫ**Б1.О.ДВ.01.02.05 Экономика (Economics)****Автор:**

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Код и наименование направления подготовки, профиля:

42.03.01 Реклама и связи с общественностью

«Управление социальными коммуникациями» (Liberal Arts)

Квалификация (степень) выпускника: бакалавр

Форма обучения: очная

Цель освоения дисциплины: сформировать способность разрабатывать проект на основе оценки ресурсов и ограничений; способность использовать основы экономических знаний для принятия экономически обоснованных решений в различных сферах деятельности

Content of the discipline

№ п/п	Наименование тем (разделов)	Содержание тем (разделов)
Topic 1	Introduction to economic theory. The Scope and Method of Economics	Economics: practical activity and science. The subject of economic science. Micro-and macro-level in economics and economic theory. The main stages of the development of economic theory. Methods of economic analysis
Topic 2	The Economic Problem: Scarcity and Choice	Needs and ways to meet them. Benefits. The concept of an economic good. The benefit is a product. Factors of production. Social reproduction and its phases. Property, its forms. Economic and legal aspects of property. Limited resources and the problem of choice. Production capabilities. Alternative cost. Economic efficiency. Economic systems.
Topic 3	Microeconomics. Demand, Supply, and Market Equilibrium	The main characteristics of the market economy. The essence and functions of the market. Types of markets. State regulation of the market. Supply and demand. Factors affecting supply and demand. The concept of equilibrium. The system of market prices. The value of price in a market economy. Elasticity and adaptation of market participants

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Topic 4	Household Behavior and Consumer Choice	Consumer choice and its features. Consumer preferences: patterns of development
Topic 5	Market structure and competitive strategy	Market structures from the position of competition. Characteristics and distribution of competitive market structures. Models of perfect, monopolistic, oligopolistic competition and pure monopoly. Making a decision by a completely competitive firm. The mechanism of the imperfect competition market. Positive and negative aspects of the existence of various market structures. Antimonopoly regulation.
Topic 6	Market factors	The importance of resource markets. Demand for factors of production. Factor markets of production. The labor markets. Human capital. The capital markets. Interest rate and investments. The land markets. Rent. Profit as a factor income. The concept of income distribution. Income inequality.
Topic 7	Macroeconomics. National economy: macroeconomic indicators.	The system of National Accounts. The national economy as a whole. The circulation of income and products. The system of National Accounts. The main macroeconomic indicators. Nominal and real indicators. Price indices.
Topic 8	Aggregate demand and aggregate supply. Macroeconomic equilibrium	The concept of aggregate demand and aggregate supply, their structure. Macroeconomic equilibrium in the model "aggregate demand-aggregate supply". Consumption, savings, and investment are the main relationships. The investment markets. Factors affecting the size of investments. Cartoon effects
Topic 9	Financial markets: the demand for money, the supply of money, the equilibrium in the money market. The banking system.	Money. Functions of money. Macro indicators of monetary circulation. Money supply and demand. The factors that determine them. Money market multipliers.
Topic 10	Macroeconomic instability: economic cycles, unemployment, inflation	Economic cycles. Reasons for cyclicity. Types and phases of cycles. Employment and unemployment. The labor force and its composition. Forms of unemployment. Social consequences. Inflation and its types. Causes and mechanism of inflation. Socio-economic consequences of inflation. Anti-inflationary policy.

Формы текущего контроля и промежуточной аттестации:

В ходе реализации дисциплины «Экономика (Economics)» используются следующие методы текущего контроля и успеваемости обучающихся:

- при проведении практических занятий: surveys, tests, homework.
- при контроле результатов самостоятельной работы студентов: surveys.

Промежуточная аттестация: зачет с оценкой (classroom written work).

Основная литература:

1. Ивашковский С.Н Экономика для менеджеров. Микро- и макроуровень. Учебное пособие М.: Изд. дом "Дело" РАНХиГС, 2014.

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