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Федеральное государственное бюджетное образовательное учреждение высшего образования «Ростовский государственный экономический университет (РИНХ)»
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УТВЕРЖДАЮ
Директор Института магистратуры
Иванова Е.А.
«01» июня 2023г.

**Рабочая программа дисциплины
Macroeconomics and Microeconomics (advanced level) (Макроэкономика и
микроэкономика (продвинутый уровень))**

Направление 38.04.01 Экономика
магистерская программа 38.04.01.02 "International Business"

Для набора 2023 года

Квалификация
магистр

КАФЕДРА Экономическая теория**Распределение часов дисциплины по семестрам**

Семестр (<Курс>.<Семестр на курсе>)	2 (1.2)		Итого	
	15 2/6			
Неделя	уп	рп	уп	рп
Лекции	16	16	16	16
Практические	24	24	24	24
Итого ауд.	40	40	40	40
Контактная работа	40	40	40	40
Сам. работа	32	32	32	32
Итого	72	72	72	72

ОСНОВАНИЕ

Учебный план утвержден учёным советом вуза от 28.03.2023 протокол № 9.

Программу составил(и): к.э.н., доцент, Борзенко К.В.

Зав. кафедрой: д.э.н., проф. Кузнецов Н.Г.

Методическим советом направления: Д.э.н., проф., Ниворожкина Л.И.

1. ЦЕЛИ ОСВОЕНИЯ ДИСЦИПЛИНЫ

1.1	The purpose of studying the discipline: to acquaint students with the latest achievements of microeconomic theory, the most relevant for use in scientific activity and economic practice
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2. ТРЕБОВАНИЯ К РЕЗУЛЬТАТАМ ОСВОЕНИЯ ДИСЦИПЛИНЫ

ОПК-1:Способен применять знания (на продвинутом уровне) фундаментальной экономической науки при решении практических и (или) исследовательских задач;

ОПК-3:Способен обобщать и критически оценивать научные исследования в экономике;

В результате освоения дисциплины обучающийся должен:

Знать:

современный категориальный и методологический аппарат макроэкономических исследований (соотнесено с индикатором ОПК-1.1) ; закономерности функционирования макроэкономики и микроэкономики в различных экономических условиях; (соотнесено с индикатором ОПК-3.1)

Уметь:

использовать продвинутый аналитический инструментарий для решения практических и (или) исследовательских задач (соотнесено с индикатором ОПК-1.2); анализировать и оценивать экономические результаты, последствия реализации и эффективности исследований (соотнесено с индикатором ОПК-3.2)

Владеть:

навыками анализа, выбора и применения релевантных фундаментальных знаний и методологических инструментов для решения исследовательских и практических задач (соотнесено с индикатором ОПК-1.3); навыками работы с релевантными информационными источниками макроэкономической и микроэкономической проблематики в целях обобщения и критической оценки научных исследований в экономике, а также и возможности их применения для достижения целей и задач в профессиональной сфере (соотнесено с индикатором ОПК-3.3)

3. СТРУКТУРА И СОДЕРЖАНИЕ ДИСЦИПЛИНЫ

Код занятия	Наименование разделов и тем /вид занятия/	Семестр / Курс	Часов	Компетенции	Литература
	Раздел 1. Section 1. Micro and macroeconomic analysis under risk and uncertainty				
1.1	"Risks, Uncertainty, Information Asymmetry" Risk and uncertainty. Prior, statistical and expected probability of an event. Application of basic probabilistic categories in economics. Relationship between risk and income. Average expected utility. Risk aversion and preference, risk neutrality. Their typical manifestations in the economy. "Decision tree". Degrees of uncertainty. Uncertainty aversion. context effect. Entrepreneurship and risk. Uncertainty and Entrepreneurship. Risk as a special type of cost. Risk reduction methods. Barrier of transaction costs on the way to complete information. A case of absolute inaccessibility of information. Ways to eliminate information asymmetry. Guarantees. Brands. Diplomas and certificates. Judicial consumer protection. Risk and behavioral uncertainty. The role of contracts in risk reduction. /Лек/	2	2	ОПК-1 ОПК-3	Л1.1Л2.1 Л2.2 Л2.3 Л2.4 Л2.5

1.2	"Risks, Uncertainty, Information Asymmetry" Risk and uncertainty. Prior, statistical and expected probability of an event. Application of basic probabilistic categories in economics. Relationship between risk and income. Average expected utility. Risk aversion and preference, risk neutrality. Their typical manifestations in the economy. "Decision tree". Degrees of uncertainty. Uncertainty aversion. context effect. Entrepreneurship and risk. Uncertainty and Entrepreneurship. Risk as a special type of cost. Risk reduction methods. Barrier of transaction costs on the way to complete information. A case of absolute inaccessibility of information. Ways to eliminate information asymmetry. Guarantees. Brands. Diplomas and certificates. Judicial consumer protection. Risk and behavioral uncertainty. The role of contracts in risk reduction. /Пп/	2	4	ОПК-1 ОПК-3	Л1.1Л2.1 Л2.2 Л2.3 Л2.4 Л2.5
1.3	1. Disequilibrium market conditions. Disequilibrium and lack of information. 2. The use of non-equilibrium and equilibrium situations in the activities of an economist-practitioner. Entrepreneur as a subject of equilibrium. 3. The evolution of entrepreneurship. The interpretation of entrepreneurship in the classical, neoclassical, Austrian and neo-Austrian schools. /Сп/	2	6	ОПК-1 ОПК-3	Л1.1Л2.1 Л2.2 Л2.3 Л2.4 Л2.5
1.4	"Project approach" incremental analysis. Difficulties and limits of practical application of marginal analysis. Incremental costs and incomes, their essence and structure. Modification of the profit maximization rule in the framework of incremental analysis. Scope of application of incremental analysis. An investment project in a broad and narrow interpretation, its stages. Capital budgeting. Demand factors for investment resources. Firm's investment demand curve. Offer of investment capital. Subjects of formation of the offer of the investment capital. Supply curve of investment resources. Equilibrium in the market of investment resources. /Лек/	2	2	ОПК-1 ОПК-3	Л1.1Л2.1 Л2.2 Л2.3 Л2.4 Л2.5
1.5	"Project approach" incremental analysis. Difficulties and limits of practical application of marginal analysis. Incremental costs and incomes, their essence and structure. Modification of the profit maximization rule in the framework of incremental analysis. Scope of application of incremental analysis. An investment project in a broad and narrow interpretation, its stages. Capital budgeting. Demand factors for investment resources. Firm's investment demand curve. Offer of investment capital. Subjects of formation of the offer of the investment capital. Supply curve of investment resources. Equilibrium in the market of investment resources. /Пп/	2	4	ОПК-1 ОПК-3	Л1.1Л2.1 Л2.2 Л2.3 Л2.4 Л2.5
1.6	1. Principles of demand management for the company's products. 2. Monopolistic advantages as an incentive. Manager and short-term monopoly. 3. Prerequisites for price discrimination and its varieties. Legal discrimination and its use by the firm. 4. The need to apply the analysis of critical points in the process of managing a company. Graphical and algebraic interpretation of critical points. /Сп/	2	4	ОПК-1 ОПК-3	Л1.1Л2.1 Л2.2 Л2.3 Л2.4 Л2.5

1.7	<p>"Theoretical problems of the new economy" Industrial and post-industrial systems. Theories of "information", "post-industrial" economy and "knowledge-based economy". The new economy as part of the post-industrial economy, determined by the progress of science and technology. The special role of information and communication technologies. The new economy in the narrow and broad sense of the word. Market economy from the point of view of the theory of self-organization. The impact of globalization on the functioning of markets. Concept of network risks. Innovations in the new economy. Network economic structures.</p> <p>Clusters, outsourcing, network companies, dynamic medium-sized companies - "gazelles". Features of the formation of clusters in the modern Russian economy. Formation of competitive advantages in the domestic confectionery industry, in pharmaceuticals, in the banking sector.</p> <p>Virtualization of economic activity. virtual companies. Features of network development in world practice and in the conditions of the domestic economy. Transformation of economic and socio-political institutions. /Лек/</p>	2	4	ОПК-1 ОПК-3	Л1.1Л2.1 Л2.2 Л2.3 Л2.4 Л2.5
1.8	<p>"Theoretical problems of the new economy" Industrial and post-industrial systems. Theories of "information", "post-industrial" economy and "knowledge-based economy". The new economy as part of the post-industrial economy, determined by the progress of science and technology. The special role of information and communication technologies. The new economy in the narrow and broad sense of the word. Market economy from the point of view of the theory of self-organization. The impact of globalization on the functioning of markets. Concept of network risks. Innovations in the new economy. Network economic structures.</p> <p>Clusters, outsourcing, network companies, dynamic medium-sized companies - "gazelles". Features of the formation of clusters in the modern Russian economy. Formation of competitive advantages in the domestic confectionery industry, in pharmaceuticals, in the banking sector.</p> <p>Virtualization of economic activity. virtual companies. Features of network development in world practice and in the conditions of the domestic economy. Transformation of economic and socio-political institutions. /Пп/</p>	2	4	ОПК-1 ОПК-3	Л1.1Л2.1 Л2.2 Л2.3 Л2.4 Л2.5
1.9	<p>Consider an extended interpretation of the $MR = MC$ rule as a general business philosophy using LibreOffice.</p> <p>2. Incomplete information about the level of demand for the company's products. Stages of assessing the volume of demand.</p> <p>3. Costs of the firm. Using the concepts of accounting and opportunity costs in business practice.</p> <p>4. Variable, fixed, joint, marginal, average variable costs. The main problems of practical cost management of the company.</p> <p>/Cp/</p>	2	6	ОПК-1 ОПК-3	Л1.1Л2.1 Л2.2 Л2.3 Л2.4 Л2.5

1.10	<p>"Macroeconomics as a theoretical understanding of modern economic practice"</p> <p>Opportunities and limitations of the neoclassical macroeconomic model - the paradigm of the 20th century. The problem of formalization of macroeconomics in the conditions of "genuine uncertainty of future results of economic activity" (P. Davidson). Interpretation of the main macroeconomic problems by J. Akerlof. Behavioral macroeconomics and macroeconomic behavior. Actual functional dependencies studied by macroeconomics, their types. Indicators of the state of the macroeconomic environment. Methodology and analytical apparatus of modern macroeconomics.</p> <p>Macroeconomic indicators: national wealth, production volumes, finances, prices, money market, efficiency, standard of living. Alternative macroeconomic indicators: adjusted net savings, true savings rate, indices of sustainable economic development, etc. Sources of macroeconomic information. Classical dichotomy in macroeconomics: nominal and real variables. Aggregation and macroeconomic modeling. Optimization and equilibrium models of economic dynamics. Basic macroeconomic identities. Equilibrium and disequilibrium of the n / x circulation. Ways of adaptation to equilibrium and their economic consequences. Types of balance analysis: static, comparative statics, dynamic. Partial and general equilibrium. Stable and unstable equilibrium. Types of macroeconomic analysis: ex post and ex ante. Methods for measuring macroquantities. /Лек/</p>	2	2	ОПК-1 ОПК-3	Л1.1Л2.1 Л2.2 Л2.3 Л2.4 Л2.5
1.11	<p>"Macroeconomics as a theoretical understanding of modern economic practice"</p> <p>Opportunities and limitations of the neoclassical macroeconomic model - the paradigm of the 20th century. The problem of formalization of macroeconomics in the conditions of "genuine uncertainty of future results of economic activity" (P. Davidson). Interpretation of the main macroeconomic problems by J. Akerlof. Behavioral macroeconomics and macroeconomic behavior. Actual functional dependencies studied by macroeconomics, their types. Indicators of the state of the macroeconomic environment. Methodology and analytical apparatus of modern macroeconomics.</p> <p>Macroeconomic indicators: national wealth, production volumes, finances, prices, money market, efficiency, standard of living. Alternative macroeconomic indicators: adjusted net savings, true savings rate, indices of sustainable economic development, etc. Sources of macroeconomic information. Classical dichotomy in macroeconomics: nominal and real variables. Aggregation and macroeconomic modeling. Optimization and equilibrium models of economic dynamics. Basic macroeconomic identities. Equilibrium and disequilibrium of the n / x circulation. Ways of adaptation to equilibrium and their economic consequences. Types of balance analysis: static, comparative statics, dynamic. Partial and general equilibrium. Stable and unstable equilibrium. Types of macroeconomic analysis: ex post and ex ante. Methods for measuring macroquantities. /Пп/</p>	2	4	ОПК-1 ОПК-3	Л1.1Л2.1 Л2.2 Л2.3 Л2.4 Л2.5

1.12	Macroeconomics of the 21st century: a change in the scientific paradigm. Modern macroeconomic schools. Concepts of sustainable development. Information paradigm as the basis of modern macroeconomics (J. Stiglitz). French regulationists on the financial dominant of the modern economy. Going beyond the usual subject boundaries of economic science: the theory of spatial, dynamic, multi-phase economics and an evolutionary approach to the study of macroeconomic processes. Development of Russian macroeconomic thought. /Cp/	2	4	ОПК-1 ОПК-3	Л1.1Л2.1 Л2.2 Л2.3 Л2.4 Л2.5
1.13	"Equilibrium and Disequilibrium in Macroeconomics: Basic Models" Concepts of "instantaneous, short-term and long-term equilibrium". The concept of multiple equilibrium (unique equilibrium). Joint equilibrium in the real and money markets: algebraic and graphical interpretation. IS-LM model in a closed economy. Cartoon effects. System of static and dynamic multipliers. Haavelmo's theorem. Extended IS-LM model for an open economy. Forms of macroeconomic imbalance: cyclicity, inflation, unemployment. Models of conjuncture cycles by W. Mitchell and N.D. Kondratieva. Samuelson-Hicks model. Monetary concept of economic cycles. Kaldor model. Model del Kagan of inflation dynamics. Adaptive inflation expectations. A simple Phillips curve. Friedman-Phelps corrections. Modified Phillips Curve. The relationship between the Phillips curve and the aggregate supply curve. Model IS-LM in the modern economy of Russia. An alternative approach to solving the problem of maximizing and stabilizing national income. /Лек/	2	2	ОПК-1 ОПК-3	Л1.1Л2.1 Л2.2 Л2.3 Л2.4 Л2.5
1.14	"Equilibrium and Disequilibrium in Macroeconomics: Basic Models" The concept of "instantaneous, short- and long-term equilibrium". The concept of multiple equilibrium (unique equilibrium). Joint equilibrium in the real and money markets: algebraic and graphical interpretation. Attempts at "equilibrium" model interpretations of non-equilibrium theoretical approaches: the IS-LM model. Cartoon effects. System of static and dynamic multipliers. Haavelmo's theorem. Extended IS-LM model for an open economy. Model IS-LM-BP. Forms of macroeconomic disequilibrium: cyclicity, inflation, unemployment. Models of conjuncture cycles by W. Mitchell and N.D. Kondratiev. The Samuelson-Hicks model. Monetary concept of economic cycles. Kaldor model. Kagan model of inflation dynamics. Adaptive inflation expectations. Okun's law. A simple Phillips curve. Friedman-Phelps amendments. Modified Phillips curve. The relationship between the Phillips curve and the aggregate supply curve. The IS-LM Model in the Modern Russian Economy Problems of Achieving Macroeconomic Equilibrium in Russia /Пп/	2	2	ОПК-1 ОПК-3	Л1.1Л2.1 Л2.2 Л2.3 Л2.4 Л2.5
1.15	Macroeconomic equilibrium and its main models, consider using LibreOffice. /Cp/	2	4	ОПК-1 ОПК-3	Л1.1Л2.1 Л2.2 Л2.3 Л2.4 Л2.5

1.16	<p>“Fiscal and Monetary Stabilization Policy of the State” Stabilization in the long and short term. Stabilization policy: active, passive; expansionist, contractive, automatic, discretionary. Automatic (built-in) stabilizers. Fiscal policy instruments. Fiscal policy and Ricardian equivalence. Fiscal policy, budget deficit and public debt: the Barro-Ricardo theorem and the Sargent-Wallace theorem. Balanced budget multiplier. The State as a Source of Inflation: Covering the Public Debt Deficit. The degree and nature of the impact of public debt on the economy. Optimal dynamics of public debt. Fiscal impulse and its consequences. Sustainability of the fiscal impulse. Analysis of the results of fiscal policy using the IS-AM model. Vector autoregressive models in evaluating the effectiveness of fiscal stimulus measures for the economy. fiscal multiplier. Methods for estimating the fiscal multiplier as a measure of GDP response to a fiscal shock. Recessional and inflationary gaps. Monetary policy of the Central Bank in modern economic conditions: tools and types. Money: the classic dichotomy, neutrality and superneutrality. Tobin effect. Bubbles and multiple equilibria in the money market. Monetary impulse and evaluation of its consequences. Monetary policy and temporary structure of interest rates. Dynamic failure of a low-inflationary monetary policy. The mechanism of monetary transmission. Synthesis and comparative efficiency of fiscal and monetary policy. /Лек/</p>	2	2	ОПК-1 ОПК-3	Л1.1Л2.1 Л2.2 Л2.3 Л2.4 Л2.5
1.17	<p>“Fiscal and Monetary Stabilization Policy of the State” Stabilization in the long and short term. Stabilization policy: active, passive; expansionist, contractive, automatic, discretionary. Automatic (built-in) stabilizers. Fiscal policy instruments. Fiscal policy and Ricardian equivalence. Fiscal policy, budget deficit and public debt: the Barro-Ricardo theorem and the Sargent-Wallace theorem. Balanced budget multiplier. The State as a Source of Inflation: Covering the Public Debt Deficit. The degree and nature of the impact of public debt on the economy. Optimal dynamics of public debt. Fiscal impulse and its consequences. Sustainability of the fiscal impulse. Analysis of the results of fiscal policy using the IS-AM model. Vector autoregressive models in evaluating the effectiveness of fiscal stimulus measures for the economy. fiscal multiplier. Methods for estimating the fiscal multiplier as a measure of GDP response to a fiscal shock. recessionary and inflationary gap. Monetary policy of the central bank in modern economic conditions: tools and types. Money: the classic dichotomy, neutrality and superneutrality. Tobin effect. Bubbles and multiple equilibria in the money market. Monetary impulse and assessment of its consequences. Monetary policy and term structure of interest rates. Dynamic failure of a low- inflationary monetary policy. Mechanism of money transmission. Synthesis and comparative efficiency of fiscal and monetary policy. /Пп/</p>	2	2	ОПК-1 ОПК-3	Л1.1Л2.1 Л2.2 Л2.3 Л2.4 Л2.5
1.18	"Fiscal and monetary stabilization policy of the state" /Ср/	2	4	ОПК-1 ОПК-3	Л1.1Л2.1 Л2.2 Л2.3 Л2.4 Л2.5

1.19	«Macroeconomic world landscape and public policy of open economy» Small and large open economy: main features. Triple equilibrium in an open economy. Payment balance. The structure of the balance of payments. Exchange rate. Content and dynamics of the exchange rate. Modeling the exchange rate. PPP theory, Harrod-Balassa-Samuelson model. Modern approach: the role of money in determining the exchange rate. Rigid prices, rational expectations and "overshoot" of the exchange rate. Dornbusch model. Floating and fixed exchange rates. Real exchange rate targeting. currency corridor. The theory of optimal currency zones. Common currency and currency basket. Real exchange rate of the ruble: analysis of dynamics and impact on the real sector /Лек/	2	2	ОПК-1 ОПК-3	Л1.1Л2.1 Л2.2 Л2.3 Л2.4 Л2.5
1.20	«Macroeconomic world landscape and public policy of open economy» Small and large open economy: main features. Triple equilibrium in an open economy. Payment balance. The structure of the balance of payments. Exchange rate. Content and dynamics of the exchange rate. Modeling the exchange rate. PPP theory, Harrod-Balassa-Samuelson model. Modern approach: the role of money in determining the exchange rate. Rigid prices, rational expectations and "overshoot" of the exchange rate. Dornbusch model. Floating and fixed exchange rates. Real exchange rate targeting. currency corridor. The theory of optimal currency zones. Common currency and currency basket. Real exchange rate of the ruble: analysis of dynamics and impact on the real sector /Пр/	2	4	ОПК-1 ОПК-3	Л1.1Л2.1 Л2.2 Л2.3 Л2.4 Л2.5
1.21	«Macroeconomic world landscape and public policy of open economy» /Ср/	2	4	ОПК-1 ОПК-3	Л1.1Л2.1 Л2.2 Л2.3 Л2.4 Л2.5
1.22	/Зачёт/	2	0	ОПК-1 ОПК-3	Л1.1Л2.1 Л2.2 Л2.3 Л2.4 Л2.5

4. ФОНД ОЦЕНОЧНЫХ СРЕДСТВ

Структура и содержание фонда оценочных средств для проведения текущей и промежуточной аттестации представлены в Приложении 1 к рабочей программе дисциплины.

5. УЧЕБНО-МЕТОДИЧЕСКОЕ И ИНФОРМАЦИОННОЕ ОБЕСПЕЧЕНИЕ ДИСЦИПЛИНЫ

5.1. Основная литература

	Авторы, составители	Заглавие	Издательство, год	Колич-во
Л1.1	Никифоров А. А., Антипина О. Н., Миклашевская Н. А., Сидорович А. В.	Макроэкономика : научные школы, концепции, экономическая политика: учеб. пособие для вузов	М.: Дело и Сервис, 2008	98

5.2. Дополнительная литература

	Авторы, составители	Заглавие	Издательство, год	Колич-во
Л2.1	Кузнецов Н. Г.	Макроэкономика: учеб.-метод. пособие для бакалавров	Ростов н/Д: Изд-во РГЭУ (РИНХ), 2014	240
Л2.2	Тарасевич Л. С., Гребенников П. И., Леусский А. И.	Макроэкономика: учеб.	М.: Высш. образование, 2005	20
Л2.3	Седов, В. В.	Макроэкономика: учебное пособие	Саратов: Ай Пи Эр Медиа, 2011	http://www.iprbookshop.ru/761.html неограниченный доступ для зарегистрированных пользователей

	Авторы, составители	Заглавие	Издательство, год	Колич-во
Л2.4	Ашмаров, И. А.	Микроэкономика: учебное пособие	Саратов: Вузовское образование, 2019	http://www.iprbookshop.ru/84088.html неограниченный доступ для зарегистрированных пользователей
Л2.5		Российское предпринимательство: всероссийский научно-практический журнал по экономике: журнал	Москва: Креативная экономика, 2019	https://biblioclub.ru/index.php?page=book&id=561724 неограниченный доступ для зарегистрированных пользователей

5.3 Профессиональные базы данных и информационные справочные системы

Консультант+

Гарант

Федеральный образовательный портал "Экономика, социология, менеджмент" <http://ecsocman.hse.ru>

5.4. Перечень программного обеспечения

LibreOffice.

5.5. Учебно-методические материалы для студентов с ограниченными возможностями здоровья

При необходимости по заявлению обучающегося с ограниченными возможностями здоровья учебно-методические материалы предоставляются в формах, адаптированных к ограничениям здоровья и восприятия информации. Для лиц с нарушениями зрения: в форме аудиофайла; в печатной форме увеличенным шрифтом. Для лиц с нарушениями слуха: в форме электронного документа; в печатной форме. Для лиц с нарушениями опорно-двигательного аппарата: в форме электронного документа; в печатной форме.

6. МАТЕРИАЛЬНО-ТЕХНИЧЕСКОЕ ОБЕСПЕЧЕНИЕ ДИСЦИПЛИНЫ (МОДУЛЯ)

Помещения для проведения всех видов работ, предусмотренных учебным планом, укомплектованы необходимой специализированной учебной мебелью и техническими средствами обучения: столы, стулья, персональный компьютер/ноутбук (переносной), экран/интерактивная доска, проектор. Для проведения лекционных занятий используется демонстрационное оборудование.

7. МЕТОДИЧЕСКИЕ УКАЗАНИЯ ДЛЯ ОБУЧАЮЩИХСЯ ПО ОСВОЕНИЮ ДИСЦИПЛИНЫ (МОДУЛЯ)

Методические указания по освоению дисциплины представлены в Приложении 2 к рабочей программе дисциплины.

ФОНД ОЦЕНОЧНЫХ СРЕДСТВ

1. Описание показателей и критериев оценивания компетенций на различных этапах их формирования, описание шкал оценивания

1.1 Показатели и критерии оценивания компетенций:

ЗУН, составляющие компетенцию	Показатели оценивания	Критерии оценивания	Средства оценивания
ОПК-1:Способен применять знания (на продвинутом уровне) фундаментальной экономической науки при решении практических и (или) исследовательских задач;			
<i>Знания:</i> современный категориальный и методологический аппарат макроэкономических и микроэкономических исследований (соотнесено с индикатором ОПК-1.1)	Собирает и систематизирует информацию об основных особенностях российской экономики, ее институциональной структуре, направлениях экономической политики государства	Усвоение в полном объеме содержания соответствующих компетенций, демонстрация знаний по всем вопросам темы, использование дополнительной научной литературы по теме, развернутый ответ на вопрос, аргументация своей точки зрения, формулирование самостоятельных выводов.	В- вопросы к зачету (1-58) Р-рефераты (1-16) Э-эссе (1-25)
<i>Умения:</i> использовать продвинутый аналитический инструментарий для решения практических и (или) исследовательских задач (соотнесено с индикатором ОПК-1.2);	Использует и интерпретирует источники информации, необходимые для решения поставленных экономических задач	Обоснованность обращения к базам данных при написании эссе; целенаправленность поиска и отбора информации при написании доклада; умение отстаивать свою позицию	В- вопросы к зачету (1-58) Р-рефераты (1-16) Э-эссе (1-25)
<i>Навыки:</i> навыками анализа, выбора и применения релевантных фундаментальных знаний и методологических инструментов для решения исследовательских и практических задач (соотнесено с индикатором ОПК-1.3);	Представляет и обосновывает информацию о закономерностях экономического развития общества	Полнота и содержательность решений, глубина анализа; умение отстаивать свою позицию; умение пользоваться дополнительной литературой при подготовке к занятиям; соответствие выполненного задания предъявляемым требованиям.	К-кейсы (1-4) З-задачи (1-16)
ОПК-3:Способен обобщать и критически оценивать научные исследования в экономике			
<i>Знания:</i> закономерности функционирования макроэкономики и микроэкономики в различных экономических условиях; (соотнесено с индикатором ОПК-3.1)	Анализирует основные особенности российской экономики, ее институциональную структуру, направления экономической политики государства	Усвоение в полном объеме содержания соответствующих компетенций, демонстрация знаний по всем вопросам темы, использование дополнительной научной литературы по теме, развернутый ответ на вопрос, аргументация своей точки зрения,	В- вопросы к зачету (1-58) Р-рефераты (1-16) Э-эссе (1-25)

		формулирование самостоятельных выводов.	
<i>Умения:</i> анализировать и оценивать экономические результаты, последствия реализации и эффективности исследований (соотнесено с индикатором ОПК-3.2)	Осуществляет поиск и анализирует достоверность информации в различных сферах деятельности	Обоснованность обращения к базам данных при написании реферата; целенаправленность поиска и отбора информации при написании реферата; умение отстаивать свою позицию	В- вопросы к зачету (1-58) Р-рефераты (1-16) Э-эссе (1-25)
<i>Навыки:</i> навыками работы с релевантными информационными источниками макроэкономической и микроэкономической проблематики в целях обобщения и критической оценки научных исследований в экономике, а также и возможности их применения для достижения целей и задач в профессиональной сфере (соотнесено с индикатором ОПК-3.3)	Представляет и обосновывает информацию о закономерностях экономического развития общества	Полнота и содержательность решений, глубина анализа; умение отстаивать свою позицию; умение пользоваться дополнительной литературой при подготовке к занятиям;	К-кейсы (1-4) З-задачи (1-16)

1.2 Шкалы оценивания:

Текущий контроль успеваемости и промежуточная аттестация осуществляется в рамках накопительной балльно-рейтинговой системы в 100-балльной шкале:

50-100 баллов (зачет)

0-49 баллов (незачет)

2 Типовые контрольные задания или иные материалы, необходимые для оценки знаний, умений, навыков и (или) опыта деятельности, характеризующих этапы формирования компетенций в процессе освоения образовательной программы

Вопросы к зачету

1. The well-being of subjects and the boundary of possible well-being. A multitude of possible fortunes
2. Revenue of the monopolist: marginal, marginal from advertising, marginal in quality.
3. Two-phase two-product model. The Edgeworth diagram. The supply curve from the stock.
4. Game theory and the behavior of oligopolists
5. Assumptions in the monopoly model, in the oligopoly model, in the monopolistic competition model
6. Resource price changes: replacement effect and release effect.
7. Exhaustion of the product. Proof of exhaustibility using Euler's theorem
8. Exhaustion of the product. Proof of exhaustibility using the Clark–Wicksteed–Walras theorem
9. The Edgeworth box in a two-object two-product model. Voluntary exchange zone
10. Leontiev's model. The Leontiev matrix. The inverse Leontiev matrix
11. Bertrand duopoly model as a special case of Nash equilibrium
12. Chamberlin's model of imperfect competition and the model of spatial differentiation.

13. The market model of a dominant firm with a competitive environment
14. Monopoly power and Pareto-efficient output structure.
15. The area of uncertainty on the supply curve of the enterprise and the industry at different price levels.
16. General equilibrium in production and consumption.
17. The marginal rate of preferences in time. Two-vertex and single-vertex profiles.
18. Price discrimination as a condition for the existence of the industry. Price discrimination of the first, second, and third degree.
19. The economic system as a system of economic relations of subjects of macroeconomics.
20. Methods of analysis of economic relations: algebraic, matrix, tabular models, graphical schemes, accounting, presentations to budgets of subjects of macroeconomics.
21. The system of national accounts and its features.
22. The role of macroeconomic indicators. Generalizing indicators of the functioning of the national economy.
23. The economic system as a system of economic relations of subjects of macroeconomics.
24. Methods of analysis of economic relations: algebraic, matrix, tabular models, graphical schemes, accounting, presentations to budgets of subjects of macroeconomics.
25. The system of national accounts and its features.
26. The concept of aggregate demand. The specifics of the formation of aggregate demand in Russia.
27. The aggregate offer and its distinctive features.
28. The aggregate supply model and its use in macroeconomic analysis. The mechanism of interaction between aggregate supply and demand. A simple model of macroeconomic equilibrium (as an announcement).
29. Effective demand in the system of macroeconomic models. General characteristics of the subjects and elements of effective demand. Household demand and its determining factors.
30. The function of consumption and their evolution.
31. Investment demand as a structural component of effective demand.
32. States and foreign states as subjects of effective demand.
33. Conditions for the formation of market equilibrium, taking into account the dynamics of bold demand (Keynesian model).
34. The concept of macroeconomic equilibrium of the economic system.
35. Definition of the general economic equilibrium and its main parameters. Partial and full (competitive and regulated) balances.
36. Basic models of general economic equilibrium: classical, Keynesian, monetarist. A synthesized model of general economic equilibrium.
37. Analysis of the advantages and disadvantages of each of them. The problem of achieving macroeconomic equilibrium in Russia.
38. The concept of economic growth. Theories of economic growth. Internal and external factors of economic growth.
39. STP as a factor of economic growth.
40. Ways to measure economic growth. Types of economic growth.
41. Models The Harrod-Domar economic growth model. The Solow model.
42. The costs of economic growth and its limits.
43. Cyclicity as a pattern of market economy development. The concept of a cycle, its phases and parameters. Types of cycles.
44. The concept of multiplier and accelerator. A model of interaction between a multiplier and an accelerator.
45. Characteristics of the main models of the economic cycle.
46. Models of market cycles by W. Mitchell and D. N. Kondratiev.
47. The Samuelson-Hicks model.
48. Monetary concepts of economic cycles.
49. The Kaldor model.
50. Specific factors of cyclical fluctuations in modern Russia. The main factors of economic growth in the Russian economy.
51. The main characteristics and levels of regulation.
52. Principles of the financial system of the state. The fiscal policy of the state as a structural component of fiscal policy.
53. Methods of regulating the state budget.
54. Assessment of the effectiveness of tax regulation, the Laffer curve.
55. The concept of economic openness and its main features. Triple equilibrium in an open economy.
56. Balance of payments. The structure of the balance of payments. The exchange rate.

57. Currencies and monetary values. The content and dynamics of the exchange rate. Purchasing power parity.
58. The essence of state regulation of macroeconomic processes in a market economy.

Количество вопросов в зачетном задании:

- 1 теоретический вопрос из перечня вопросов к зачету;
- 1 вопрос из комплекса кейсов и задач представленных в п.2 ФОС).

Критерии оценки:

50-100 баллов (зачет)

- полное знание всего учебного материала по курсу, выражающееся в строгом соответствии излагаемого студентом материалу учебника, лекций и семинарских занятий;
- свободное оперирование материалом, выражающееся в выходе за пределы тематики конкретного вопроса с целью оптимально широкого освещения вопроса (свободным оперированием материалом не считается рассуждение на общие темы, не относящиеся к конкретно поставленному вопросу);
- демонстрация знаний дополнительного материала;

чёткие правильные ответы на дополнительные вопросы, задаваемые экзаменатором с целью выяснить объём знаний студента

0-49 баллов (незачет)

- недостаточно полное знание всего учебного материала по курсу, выражающееся в общем соответствии излагаемого студентом материалу учебника, лекций и семинарских занятий;
- нечёткие ответы или отсутствие ответа на дополнительные вопросы, задаваемые экзаменатором с целью выяснить объём знаний студента.

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Кейс-задача

Case 1. The process of mergers and acquisitions

The Russian corporate control market began to develop in the early 1990s. But despite such a short history, the processes of mergers and acquisitions have spread quite widely in Russia and have a great impact on both the domestic and foreign economic situation in the country.

Many companies that have bet on expansion and (or) diversification must decide exactly how to conquer new markets. Of the two alternatives - to develop their own production or to buy /merge with an existing enterprise - many choose the second one. However, this alternative involves numerous risks. It is known that 2/3 of all mergers and acquisitions turn out to be ultimately unprofitable. Therefore, it is necessary to evaluate the potential benefits before conducting a transaction.

A merger occurs when the combined operations and assets of two companies are placed under the control of the management of a new company owned by the shareholders of the original companies.

A takeover takes place where one company gains control over another by acquiring a controlling stake with the right to vote. The main reason for these transactions is the desire to achieve synergy. Acquisitions and mergers can take place in the following forms:

- Horizontal integration;
- Vertical integration;
- Diversification.

Horizontal integration occurs when companies that operate in the same field of activity and at the same stage of the production cycle merge. At the same time, two organizations can operate in different market segments. Among the advantages of the association are savings in production and sales costs, reduction of tax payments. Vertical integration is a merger of firms operating in the same field of activity, but at different stages of the production cycle. It has a number of advantages that are associated with the emergence of new sources of cost savings, with the emergence of great opportunities for the company to implement a differentiation strategy. Nevertheless, vertical integration tends to increase the share of fixed costs.

Diversification occurs when firms operating in unrelated fields of activity participate in a merger or acquisition.

There are many examples of the aggressive strategy of groups in the takeover of companies based on the elementary discrediting of the previous management and the use of "administrative resources".

Automotive industry. The sequence of actions of IPG Sibal in the takeover of automotive enterprises consisted of:

- a massive PR campaign to discredit the company and its managers in order to reduce the value of a future transaction;
- negotiations with local authorities on "strategic cooperation and investment" involving senior federal officials;
- purchase of a controlling stake followed by a change of managers and changes in the board of directors;
- clearing debts and transferring liquid assets to a new company within the holding structure.

Chemical industry. MDM Group, during the takeover of Nevinomyssky Azot JSC, also used standard methods for Russian practice:

- buying up about 30% of shares on the secondary market;
- change of the General Director;
- purchase at the tender of 21.8% of shares remaining in the state proper;
- discrediting the CEO in the press;
- holding an extraordinary meeting of shareholders if the police do not allow "outside" shareholders to attend the meeting.

When a company finds itself the target of hostile takeover attempts, its management must take defensive measures. Methods that a company can use to repel a hostile takeover attempt:

- separation of the company;
- dissemination of beneficial information to shareholders;
- counteroffer;
- buyout of the company by managers;
- search for an alternative buyer;
- appeal to the Antimonopoly Committee;
- outbidding of own shares;
- Revaluation of assets;
- sale or acquisition of assets;
- restoration of the status of a closed company.

Using the example of the USA, five of the most important waves in the development of these processes can be identified:

The wave of mergers of 1887-1904.

Mergers of companies in 1916-1929.

A wave of conglomerate mergers in the 60s and 70s of the XX century. The wave of mergers in the 80s of the XX century.

Mergers in the second half of the 1990s.

The first wave of mergers occurred at the end of the XIX century. At that time, the consolidation of enterprises was caused by a change in the legislative framework in the United States, the improvement of technology and the need to concentrate capital.

The second wave of mergers in the United States occurred in 1916-1929. Due to the effect of antimonopoly legislation, mergers in industries have led to the dominance of oligopolies rather than monopolies, i.e. the dominance of a small number of the largest firms.

The third wave of mergers in the USA, which occurred in the 60s and 70s of the XX century, was marked by a surge in conglomerate-type mergers.

The big break in the implementation of mergers was due to the adoption by the US Congress of the Celler-Kefauver Act in 1950, which provided additional opportunities for federal authorities and US regulators to limit mergers.

In the 80s, the profits of conglomerates began to decline steadily. Companies belonging to conglomerates performed worse than independent firms in the same industries, and new acquisitions brought only huge losses. According to calculations by Harvard University Professor M. Porter, in the first half of the 80s, acquisitions by conglomerates of companies in unrelated industries in 74% of cases ended in failure.

The fourth wave of mergers and acquisitions in the United States occurred in the 80s of the XX century. The main prerequisite for this, along with the accumulation of huge cash flows by American corporations and the growth of stock market capitalization, was the abolition by the Reagan administration in 1980 of many restrictions previously imposed on the corporate control market. The most common instruments of this wave were long-known horizontal and vertical mergers and acquisitions, as well as new ones - buyouts through debt financing, in which the transaction was paid for by 90% with funds received from the issue of debt instruments.

The fourth wave was marked by the synchronization of the peaks of mergers and acquisitions in the United States and Western Europe.

The fifth wave of mergers and acquisitions began in the mid-90s of the XX century and continues to this day. In the 90s, one of the reasons for mergers was the desire to ensure stability in changing markets. As a result of fierce competition and the uncertainty of the external environment, the horizontal type of mergers has become the most popular. In the period from 1993 to 2000, horizontal mergers in the United States accounted for more than 56% of all transactions, vertical mergers accounted for 6%, and the rest were conglomerate-type mergers. During the fifth wave, the average transaction value continues to increase. At the same time, the largest number of transactions is carried out between medium-sized (from 5 million to 100 million dollars - 56% in 1998) and large (from 100 million to 1 billion dollars - 24% in 1998) companies. Mega-deals account for 3 to 5% of the total number of announced deals.

The reasons for the surge in mergers in the late 90s are diverse, but primarily related to the accelerating globalization of the world economy and the transition of the most developed countries to a new information society.

One of the most striking examples is the large merger of equal banks, carried out as part of the strategy of "escape from bankruptcy by consolidation" by Tokyo banks FujiBank, Bank of Japan, Daiichi Kangyo Bank. This banking merger, the cost of which exceeded \$ 70.8 billion, carried out within the framework of the exceptional voluntariness and equality of the merged banks, resulted in a loss of control over operations, increased bureaucracy, problems in the accounting system and the inability for customers to receive money from ATMs using issued bank cards.

In the spring of 2006, a wave of mergers and acquisitions swept across the United States. The baton was started by Procter & Gamble Corporation, which bought it for \$ 57 billion. The Gillette company. Then one of the world's largest financial conglomerates, Citigroup, sold its international insurance division to the largest American insurer MetLife for \$ 11.5 billion. Similar activity is also noted in the telecommunications sector - the Texas-based SBC company with a turnover of \$ 40 billion. acquired for \$ 16 billion. the world-famous AT&T.

The total volume of M&A transactions in Europe in the third quarter of 2006, according to analysts, amounted to \$ 248.5 billion. American companies merged more often. The total amount of mergers and acquisitions in the American market in the third quarter amounted to \$ 343 billion. However, the scale of mergers in Europe is rapidly increasing. Compared to the third quarter of 2006, the European M&A market grew by 32%. Currently, companies from EU countries account for 38.7% of mergers and acquisitions. Transactions in the financial and energy sectors of the European economy are most popular with investors. In particular, the volume of mergers in the European financial market amounted to USD195 billion, which is 81% more than in the third quarter of 2005.

Case 2. What can consumers expect from price competition in the book market?

In 2004, one of the oldest wholesale bookselling companies, Top-Book (Novosibirsk), began implementing an ambitious expansion program. By the end of 2006, she planned to open 400 new conventional stores and 40 large discounters (discount stores) throughout Russia. However, the bet is made not only, but perhaps not so much on the number of outlets. The main means of struggle is ultra-low prices. The fifth Harry Potter book "Top Book" was sold at a price of 156 rubles, while prices in other Moscow stores ranged from 270-326 rubles.

Amazing things have happened. After the release of one of the most successful Russian best-selling films, "Night Watch", the demand for the book by S. Lukyanenko, based on which this film was shot, jumped sharply. Booksellers hoped for large profits from the sale of the book. However, the Top book set a retail price 30% lower than the price list of the publisher. Incredibly, but the fact is: Instead of double-charging (in the wholesale and retail link), the company sold the "Night Watch" to retail customers much cheaper than they could buy it directly, without any intermediaries. (Let's reveal the secret in parentheses. The top book didn't act so wastefully. As a major client, she herself received a 42% discount from the publisher.)

And these are not individual exceptions, but a general strategy. According to competitors, the Top Book systematically sells the most popular books at bargain prices, while it keeps normal prices for the rest of the books. "The top book makes a margin of 150% of the delivery price for the entire range," says the head of the competing company Proda-LIT, "and the margin for hits is 75%. But I still can't understand the position of this company dumping [i.e. unjustifiably lowering prices] on hits that we all have to make money from. It defies common sense. This tactic can be explained as a "sweep" of all competitors."

The bookselling business is not one of the most profitable. Most companies make a good profit only by selling bestsellers, when they manage to quickly sell a large number of books. And so the Top Book puts them in a dilemma: either keep prices at a normal level and accept that there will be no sales boom (buyers will purchase most of the bestsellers at low prices from the Top book). Or drop prices to an equal level with it and sell a lot of

books... but with almost no profit. It is not surprising if, under the pressure of a Top book, many competitors want to leave the market.

Questions :

1. Are consumers currently winning or losing from the intense competition in the book market?
2. Will the situation continue in the future if the Top Book manages to eliminate competitors? What will be the price level in this case?
3. How will the possible success of the Top book affect publishers (book suppliers).
4. Do you agree with the opinion of competitors that the goal of the Top book is "to become a super monopolist. And after completing this task, put all suppliers in bonded conditions"?
5. Can the competitive strategy of the Top Book be considered honest?
6. Should the state intervene in the described situation?

Case 3. "Chocolate OPEC"

The International Cocoa Organization (ICCO), which is called the "chocolate OPEC", has been courting the Russian chocolate market unresponsively since September 2001. For seven years now, ICCO has been offering our companies money to promote chocolate as a product: its per capita consumption in our country is much lower than in Europe. But market leaders are in no hurry to accept this help.



The members of the "chocolate OPEC" - Ivory Coast, Ghana, Cameroon - are countries whose populations are saved from starvation by the export of cocoa beans. ICCO has a vested interest in consistently high prices. And they are impossible when the market is overstocked. The level of cocoa bean stocks among market participants is now 37.3% of the annual volume of processing - of course, not 51.1%, as 10 years ago, but still too much: ICCO aims to bring it to 25%, and then, the organization hopes, the price of raw materials for chocolate production will increase by about 10%. New, growing markets are needed. Russia could become one of them: in Belgium the consumption of chocolate in terms of beans is 5.7 kg per year, ours is 1.5 kg.

ICCO is able to increase chocolate consumption in countries of interest to it. For example, in Japan generic advertising (generic advertising - promotion of product categories, not brands) in the 1990s increased the supply of cocoa beans to this country by 27%, and per capita consumption - from 0.9 kg of beans per year to 1.11 kg.

The Common Fund for Commodities, an intergovernmental organization established under the auspices of the United Nations to assist exporters of raw materials, primarily agricultural, allocated \$203,600 for the promotion of chocolate in Japan, another \$150,000 was to be collected by the Japan Chocolate and Cocoa Association (CCAJ). The five largest participants in the Japanese chocolate market - MeijiSeika, Lotte, Morinaga, Fujiya and EzakiGliko, who controlled 70% of all sales, were at odds and did not want to work together. At first, they agreed to allocate only 30,000 thousand dollars for direct advertising of chocolate as a product. - there will be no particular harm, the competitors reasoned. It was decided to invest the rest of the money in organizing scientific symposiums on the nutritional and medicinal properties of chocolate, holding exhibitions, publishing brochures and videos. But after the first symposium, CCAJ members created a special fund, to which they transferred 500,000 thousand dollars - already for direct advertising. The first publication paid for from this fund was a two-page report on the symposium, published as an advertisement in IomiuriSimbun. And in 1995, a talk show with housewives, the target audience of the project, appeared on NipponTV. Expenses remained small, but chocolate consumption increased significantly.

After the official end of the campaign in 1998, it did not end. Market players have realized what the promotion of chocolate gives. They started working with ICCO on generic advertising. Market leaders have realized that generic advertising benefits each of them. Of course, by increasing the market, they also helped smaller players who did not invest any money in the campaign, and even firms that had not previously tried to sell their chocolate in Japan.

In the USA, the benefits of generic advertising are carefully calculated. Both the market and the authorities need an independent assessment, because there are mandatory deductions for general advertising in the country - its volume reaches \$ 1 billion per year.

In Russia, the experience of generic advertising is quite limited. The advertising campaign of aluminum containers for beer, which took place in 2000, was primarily an initiative of Rostar, although Swedish PLM also participated in the campaign. And the recent efforts of the owners of ram radio stations to turn the radio as an advertising medium were aimed at businesses, not consumers. It is difficult for companies operating in Russia to negotiate for the sake of common benefit: they are used to working in fast-growing markets, where the most important thing is to get ahead of competitors and grab the maximum share. The story of the chocolate campaign is a good illustration.

In 2001 The General Fund for Commodities allocated 56,000 thousand dollars to research the Russian chocolate market and develop a strategy for a future advertising campaign. The competition for the right to conduct research was won by Megadesign 2000 (now; MarketAdvice). Marketing director of this company A. Dyachkova says that communication with top managers of the largest manufacturers was reminiscent of the fable about the swan, crayfish and pike. Each company tried to fit the project to its brand. The heads of Russian companies declared themselves the guardians of the national tradition and looked with open hostility at representatives of Western firms. Nestle Food, Mars and other foreign firms with production facilities in Russia believed that their local competitors would benefit from generic advertising: it will create an extra stir around their products.

Nevertheless, the research was carried out - and put on the shelf. The market expanded, new large holdings were created - United Confectioners, SladKo, acquisitions took place (in 2001, the Russian plants of the German Stollwerck were acquired by the American Kraft Foods, and the same "SladKo" was bought by the Norwegian company in 2004). The fight for shares was in full swing, and collective action was out of the question. ICCO, however, did not lose hope and continued to persuade market participants to unite.

"I was inspired by this idea," says I. Eldarkhanova, the owner of the Confael company, who has been involved in the process since 2002. Now she is disappointed: she says that the initiators from ICCO were unable to "sell" the project - to show what funds are needed and what market growth companies could expect. In addition, there was no capable organizer among the players themselves. "We manufacturers don't look too pretty," says Eldarkhanova.

In addition to her company, three much larger companies participated in the negotiations all this time: Mars, Nestle Food and United Confectioners. Nestle was about to take over the project, even allocated a marketer to coordinate, but then backed off. The head of Confael was like a meeting, but realized that it would not be any use.

Mars, Nestle and United Confectioners refuse any comments. Apparently, there's nothing to talk about. M. Terentyev, an analyst at Troika Dialog, understands the restraint of the giants: "Consumers are trying to switch to healthy food, and in the foreseeable future these companies, for example Mars with its sugary bars, will have a hard time. We'll have to reposition ourselves. At the same time, the market will grow slowly, and in some segments it will shrink, and they understand this. So they have every reason to be very careful." but I. Wingerhouts from ICCO still does not lose hope. "The development of the project has been delayed," says the ICCO president, "but now we have received a letter from the director of the Department of Trade Negotiations, Mr. V. Kalmykov, that they will support us." Kalmykov represents Russia on the Board of Executive Directors of the General Fund for Commodities.

A. Korkunov, the owner and president of the company of the same name, is skeptical about the idea of ICCO: He does not believe that Western "whales" will want to invest in generic advertising and market research in proportion to turnover, as is currently proposed: after all, these funds, as usual, will help other players. Western companies don't need it," Korkunov explains. - They have their own research, which is kept secret. And if everyone finds out the results, the cunning Korkunov will understand what the consumer wants and make a new candy. And it will do it faster than the grandees.

So, as during the rapid expansion, the participants of the chocolate market prefer to act with an eye on each other. Chief marketer SladKo Yu. Orlovskaya, for example, says that in principle she is ready to allocate money from her budget for generic advertising, but not much and only if the entire industry participates. And the group brand manager of the RKF (Ruza Confectionery Factory) I. Sobolevskaya says that their company might have supported the initiative, but fears that other players "will not be in solidarity - the industry culture is not developed, and everyone is for himself."

A good cure for such moods is stagnation or recession. The growth of the Russian chocolate industry in physical terms is already slowing down: according to Business Analytics, from 13.4% in 2004 to 11% a year later.

Questions :

1. How does the level of stocks of cocoa beans affect their price?
2. Comment on the opinion of the managing director of marketing of the confectionery association "SladKo" Y. Orlovskaya that ICCO succeeded in Japan because the local consumer "unlike ours is extremely disciplined and obedient" and the opinion of the marketing director of the MarketAdvice research agency A. Dyachkova: "It was worth showing them how the crown Prince starts the morning with a cup of cocoa and that's it - a national craze has begun."
3. What type of competition does the chocolate market in Japan belong to? Why?
4. How did the participants of the Japanese chocolate market achieve an increase in demand for chocolate?
5. Why, after the first symposium, CCAJ created a special fund to which 500 thousand dollars were transferred.
6. Why does generic advertising benefit every market participant? What is its external effect?

Case 4. Natural and "unnatural" monopolies

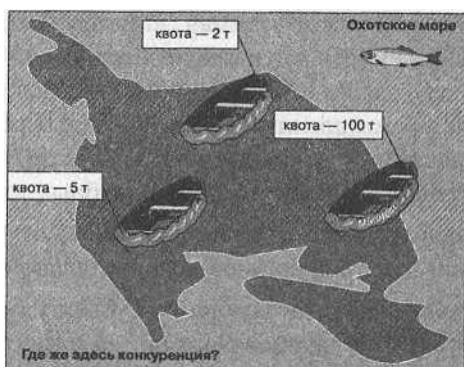
A ministry, department or local authority, taking active measures to support enterprises in its industry or region, significantly affects the level of competition and the structure of production costs.

According to the Ministry of Antimonopoly Policy of Russia, the State Fisheries Committee of Russia and the Administration of the Magadan Region violated competition law: "The Magadan enterprise for the extraction and processing of seafood" unreasonably received benefits. The fact is that during the distribution, unreasonably high quotas for industrial pollock fishing were allocated to him. As a result, the company gained a significant advantage over other fishing enterprises in the region, which did not have such benefits.

The following acts and actions of executive authorities may be considered as unlawful granting of benefits:

- provision of an irrevocable subsidy (fanta), interest-free or concessional loan to an economic entity; full or partial subsidization of interest payments on a loan; provision of state financial resources and property as guarantees for a loan or as collateral for repayment of a loan; reimbursement of guarantee amounts for non-repaid loans at the expense of state financial resources and property; establishment of preferential rates of state guarantees or insurance of loans and transactions;
- covering debts and losses of an economic entity at the expense of state financial resources or providing state financial resources to cover debts and losses; deferring or writing off debts to the state, state-owned enterprises and organizations;
- deferral or write-off of arrears and (or) amounts of penalties for payments to the budget, to state extra-budgetary funds and other mandatory payments established by law.

This example relates to the allocation of limited resources owned by the state and municipal: budgetary funds, land, natural resources, real estate. The procedure and conditions for their distribution are not legally formalized and are often inaccessible to entrepreneurs. Therefore, in the latest edition of the Law on Competition, a new article "Antimonopoly requirements for holding a tender for placing orders for the supply of goods, performance of works, provision of services for state needs and the needs of local government" has appeared.



At first glance, nothing can be changed: the state itself, represented by authorized bodies, sets the rules of the game. Few receive state support and find themselves in a deliberately privileged position. But the Constitution guarantees the common economic space of our country. This means not only the absence of restrictions on the movement of goods on the territory of the Russian Federation, but also general rules and principles of economic activity, equal opportunities and rights for entrepreneurs.

The state itself can protect the rights of enterprises and entrepreneurs infringed by officials by adopting appropriate laws. For example, a number of articles of the Law "On Competition and Restriction of Monopolistic Activity in Commodity Markets" establish strict prohibitions on actions of state and local government bodies

aimed at restricting competition. And control over compliance with these legislative acts is entrusted to the Ministry of the Russian Federation for Antimonopoly Policy and Business Support (MAP of Russia), which has the broadest powers.

Thus, the MAP of Russia, having studied all the circumstances of the case of the Magadan Enterprise for the extraction and processing of seafood, came to the conclusion that the legislation was violated, one market participant received unreasonable advantages over others and that "discriminatory conditions of activity" were created by this "other". Now, in accordance with the order of the MAP of Russia, the State Fisheries Committee must reverse its previous decision, and in addition, develop and adopt a Provision according to which such violations will become impossible.

Based on the results of the consideration of cases, antimonopoly authorities have the right to issue orders to executive authorities and local governments on the cancellation or modification of illegal acts adopted by them, on the termination of violations, on the termination or modification of agreements. At the same time, these regulations may concern both acts (agreements) as a whole and their individual provisions that contradict antimonopoly legislation. In case of non-fulfillment of a legal order within the prescribed period, acts of executive authorities may be declared invalid in court as unlawfully adopted. The official who signed the act may be subject to an administrative fine in the amount of 40 to 50 minimum wage in accordance with the new Code of the Russian Federation "On Administrative Offenses". In addition, antimonopoly authorities have the right to make recommendations to executive authorities (in accordance with the law) aimed at maintaining a healthy competitive environment.

Questions :

1. Can the provision of many of the above benefits be attributed to the practice of creating "artificial" monopolies? Indeed, in most cases, the factors that lead to the formation of natural monopolies do not work here, although in practice it is possible to interweave heterogeneous processes, for example, benefits can be provided to a natural monopoly.

2. What exactly are violations of competition laws and laws granting equal rights to producers? Give your examples.

3. Think over and explain what types of barriers to entry into the industry, to the development of competition, may occur in the case of benefits: artificially low costs, special property rights, legal restrictions? What are the others? Is it possible in some cases to talk about the artificial creation of a single manufacturer in the industry? (Often, public authorities and administrations consider and decide on the possibility of providing subsidies to individual enterprises operating in the territory of the region entrusted to them. But at the same time, they lose sight of the fact that the geographical boundaries of the market rarely coincide with the boundaries of specific administrative units. As a result, the preferential regime of activity for enterprises in one region leads to a violation of the competitive environment in the commodity market as a whole.)

4. What should be the state policy at the federal and local levels in relation to many of the above benefits?

a) what arguments should government agencies be guided by? What should outweigh: concern for the welfare of this enterprise or the task of achieving highly competitive conditions for the development of a particular production?

b) being an economic adviser, what arguments could you put forward in favor of refusing to provide benefits from the authorities?

c) what exceptions can there be? What may still be the need to provide certain benefits?

5. What is called a monopoly? When can we talk about the emergence of a monopoly?

6. What is the difference between natural and artificial monopolies? In what areas of activity is the formation of natural monopolies allowed in Russia?

7. Remember what price discrimination is? Is it possible for non-price discrimination to occur in the market?

8. Who and how organizes the protection of competition in the Russian markets? What legislative acts testify to this? What are they dedicated to?

Инструкция по выполнению

1. Прочитать предложенный материал.

2. Проанализировать материал на основе данных в конце вопросов, опираясь на полученные в процессе изучения курса знания, умения и практические навыки.

3. Представить обоснованные выводы по результатам анализа материала.

Критерии оценки:

- 10-8 баллов выставляется обучающемуся, если вопрос раскрыт достаточно полно и самостоятельно;
- 7-4 баллов выставляется обучающемуся, если вопрос раскрыт не достаточно полно и самостоятельно;
- 3-1 баллов выставляется обучающемуся, если вопрос не раскрыт достаточно полно и самостоятельно;

Максимальная сумма баллов
20 баллов (2 кейса по 10 баллов)

Темы эссе

1. Теория кластеров М. Портера и ее применимость в современной российской экономике.
2. Кластеры в современной российской экономике.
3. Особенность формирования кластера конкурентоспособных компаний в отечественной кондитерской индустрии.
4. Уникальное предложение как основа формирования конкурентных преимуществ для российских фирм.
5. Можно ли применить теорию потребительского поведения в практической деятельности фирмы?
6. Истоки «русского экономического чуда».
7. Конкурентные преимущества российских быстрорастущих компаний – «газелей».
8. Принципиальные отличия постиндустриальной экономической системы от индустриальной.
9. Концепции теорий «информационной», «постиндустриальной» экономики и «экономики, основанной на знании».
10. Приоритетная роль информационных и коммуникационных технологий в условиях новой экономики.
11. Роль инноваций в условиях новой экономики.
12. Значение сетевых структур в условиях новой экономики.
13. Виртуализация экономической деятельности в современном мире.
14. Аутсорсинг как фактор повышения конкурентоспособности фирмы в XXI веке.
15. Особенность функционирования предприятий, организованных в форме франчайзинга: мировой опыт и российская практика.
16. Особенности применения контрактного производства как способа повышения уровня конкурентоспособности современной фирмы.
17. Быстрорастущие фирмы как фактор экономического роста национальной экономики.
18. Роль брендинга в повышении уровня конкурентоспособности современной фирмы.
19. Значение клиентского капитала в деятельности современной фирмы.
20. Дифференциация продукта как способ адаптации российской промышленности.
21. Методология микроэкономической теории и практика бизнеса.
 22. Проблемы достижения макроэкономического равновесия в России.
 23. Основные факторы неравновесия на денежном рынке.
 24. Роль и значение теневого сектора в рыночной экономике.
 25. Факторы и условия формирования благоприятного инвестиционного климата в Ростовской области.

Критерии оценки:

10-8баллов выставляется студенту, если изложенный материал фактически верен, продемонстрированы глубокие исчерпывающие знания в объеме пройденной программы в соответствии с поставленными программой курса целями и задачами обучения, изложение материала при ответе - грамотное и логически стройное;

7-4 баллов выставляется студенту, если продемонстрированы твердые и достаточно полные знания в объеме пройденной программы дисциплины в соответствии с целями обучения; материал изложен достаточно полно с отдельными логическими и стилистическими погрешностями;

3-1 балла выставляется студенту, если продемонстрированы твердые знания в объеме пройденного курса в соответствии с целями обучения, ответ содержит отдельные ошибки, уверенно исправленные после дополнительных вопросов;

Максимальная сумма баллов
40 баллов (4 тем по 10 баллов)

Задачи

Task 1. A graduate of an economic university received an invitation to work from two large investment companies - Deuce-Monologue and Silverman. In the future, the graduate would like to have as much income as possible, but he knows from the business press that in the company "Deuce-monologue" he can expect to receive 80 thousand dollars a year with a probability of 10%, 60 thousand dollars with a probability of 90% and 45 thousand dollars with a probability of 0%. The corresponding probabilities for Silverman are as follows: 0%, 99% and 1%. Which investment company would a graduate prefer to work for if his preferences are rational and satisfy the axiom of independence?

Task 2. Consider a monopolist company whose technology is described by the cost function $c(q) = q^2 + 12$. Let the inverse function of the aggregate demand for products produced by a monopolist have the form: $p(q) = 24 - q$.
(a) Find the equilibrium price, output and profit of the monopolist.

(b) Let the monopolist be taxed in the amount of 8 CU from each unit of output. How will the introduction of the tax affect the output of the monopolist and the welfare of consumers?

(c) Suppose the monopolist is now taxed on profits. How will the introduction of the tax affect the output of the monopolist and the welfare of consumers?

Task 3. Consider an industry in which two firms operate that have the same cost functions of the form $c(q) = 50q$. Suppose firms compete by simultaneously selecting output volumes. The inverse function of the aggregate demand for the products of this industry has the form: $p(Q) = 500 - Q/2$, where $Q = q_1 + q_2$ is the total output of the industry; p is the price of the products produced.

(a) Calculate the reaction functions of each firm. Provide a graphic illustration.

(b) Find the equilibrium output of each of the firms, the total output and the equilibrium price of the products.

Task 4. This year, households spent 155 billion rubles on the purchase of durable goods, including 45 billion rubles for the purchase of real estate and construction, 350 billion rubles for short-term goods, 200 billion rubles for services, 88 billion rubles for securities. Determine household consumer spending.

Task 5. Having a disposable income of 820 den units, households spent 560 den units on consumption. Public purchases of goods and services amounted to 140 den units, which exceeded net tax revenues to the budget by 60 den units. There are no trade and financial links with the outside world. Determine the amount of domestic investment and the amount of total income

Task 6. Household consumer spending over the past year amounted to 500 den. units. Firms invested in the production of 100 den. units. The expenses of the foreign sector for a domestic product amounted to 150 den. units, i.e. 30 den. units less than was spent on foreign-made goods. Public procurement exceeded by 50 den. units the amount of net taxes levied on the private sector in the amount of 20% of total income. Determine the amount of public procurement and the amount of total income

Task 7. In a closed economy, household consumer spending is four times higher than private savings. Net taxes account for 10% of total output, government spending on the commodity market is half the amount of net taxes. Investment expenses are equal to 460 billion rubles. Determine household consumer spending.

Target 8. National savings consist of two thirds of private sector savings. The savings of non-residents are five times less than national savings. Consumer spending is five times higher than domestic investment. The value of household disposable income is 4,800 billion rubles. Determine the balance of the state budget.

Task 9. In the current year, firms spent 120 billion rubles on the construction and acquisition of real estate, of which 30 billion rubles were spent on the purchase of land for construction. The company spent 80 billion rubles on new equipment. The cost of purchasing raw materials for production turned out to be 120 billion rubles, while compared with last year, manufacturers' inventories increased by 10 billion rubles. Determine the amount of business investment.

Task 10. Household disposable income is 1,800 den. units, of which 1,000 den. units were spent on the purchase of goods and services. Business investment expenses for the same period turned out to be 500 den. units. The state reduces its budget with a deficit of 100 den. units. Determine the trade balance.

Task 11. The total income earned in the production of goods and services is 2,400 den. units. Firms invested 900 den. units this year. The volume of exports amounted to 700 den. units, which exceeded the cost of imports by 200 den. units. The state budget surplus is 200 den. units. There are no transfer payments to the private sector. The sum of all withdrawals from the income stream amounted to 1,900 den. units. Determine the amount of household consumer spending.

Task 12. Household consumption in the current year was equal to 1200 den. units. Goods and services worth 550 den. units were sold to the outside world, 450 den. units were se

Критерии оценки:

Каждая правильно решенная задача оценивается в 3-2 балла, если же студент использует правильные формулы для решения макроэкономической задачи, но допускает ошибку в арифметических расчетах – получает 1 балл за такое решение.

Максимальная сумма баллов

15 баллов (5 задач по 3балла)

Тематика рефератов

1. Macroeconomics as a branch of economic theory. What common characteristics combine macroeconomics, microeconomics, and economic theory.
2. The main types of indicators of the development of the national economy. The functions of macroeconomics.
3. Macroeconomics and problems of formation of economic policy of the state.
4. Social reproduction. Concepts (models) of reproduction in economics.
5. The development of national accounting. Internationally recognized statistical methods for measuring macroeconomic indicators.
6. The system of macroeconomic indicators of the socio-economic situation of the country.
7. The ratio of investment demand and business activity. The problem is the instability of investment demand in Russia.
8. Features of solving the problem of optimizing savings and placing them in the Russian economy.
9. Indicators calculation of the inflation rate. The Paasche index and the Laspeyres index. The critical point of inflation.
10. State regulation of employment in Russia. Employment and social protection in market conditions. Economic provision of effective employment.
11. Structure and phases of the business cycle. Forecasting of economic activity.
12. The structural crisis in the Russian economy and the recession.
13. The fiscal policy of the state as a factor in smoothing cyclical fluctuations in the economy.
14. Ensuring the stability of the national currency.
15. The formation of a social protection system: The concept and world experience.
16. Social programs. Poverty and wealth of the population in a market economy.

Критерии оценки:

5-4 баллов выставляется студенту, если изложенный материал фактически верен, продемонстрированы глубокие исчерпывающие знания в объеме пройденной программы в соответствии с поставленными программой курса целями и задачами обучения, изложение материала при ответе - грамотное и логически стройное;

3-2 балла выставляется студенту, если продемонстрированы твердые и достаточно полные знания в объеме пройденной программы дисциплины в соответствии с целями обучения; материал изложен достаточно полно с отдельными логическими и стилистическими погрешностями;

1 балл выставляется студенту, если продемонстрированы твердые знания в объеме пройденного курса в соответствие с целями обучения, ответ содержит отдельные ошибки, уверенно исправленные после дополнительных вопросов

Максимальная сумма баллов

3 Методические материалы, определяющие процедуры оценивания знаний, умений, навыков и (или) опыта деятельности, характеризующих этапы формирования компетенций

Процедуры оценивания включают в себя текущий контроль и промежуточную аттестацию.

Текущий контроль успеваемости проводится с использованием оценочных средств, представленных в п. 2 данного приложения. Результаты текущего контроля доводятся до сведения студентов до промежуточной аттестации.

Промежуточная аттестация проводится в форме зачета.

Зачет проводится по окончании теоретического обучения до начала экзаменационной сессии расписанию промежуточной аттестации в устной форме. Количество вопросов в зачетном задании – (1 теоретический вопрос, 1 вопрос из комплекса кейсов и задач представленных в п.2 ФОС). Проверка ответов и объявление результатов производится в день зачета. Результаты аттестации заносятся в зачетную ведомость и зачетную книжку студента. Студенты, не прошедшие промежуточную аттестацию по графику сессии, должны ликвидировать задолженность в установленном порядке.

МЕТОДИЧЕСКИЕ УКАЗАНИЯ ПО ОСВОЕНИЮ ДИСЦИПЛИНЫ

Учебным планом предусмотрены следующие виды занятий:

- лекции;
- практические занятия.

В ходе лекционных занятий рассматриваются темы, которые входят в содержание курса, даются рекомендации для самостоятельной работы и подготовке к практическим занятиям.

В ходе практических занятий углубляются и закрепляются знания студентов по ряду рассмотренных на лекциях вопросов, развиваются навыки применения современного математического инструментария для решения экономических задач; сбора, обработки и анализа информации; представления результатов анализа, даются рекомендации для самостоятельной работы и подготовке к практическим занятиям

При подготовке к практическим занятиям каждый студент должен:

- изучить рекомендованную учебную литературу;
- изучить конспекты лекций;
- подготовить ответы на все вопросы по изучаемой теме;
- письменно решить домашнее задание, рекомендованные преподавателем при изучении каждой темы.

По согласованию с преподавателем студент может подготовить реферат по теме занятия. В процессе подготовки к практическим занятиям студенты могут воспользоваться консультациями преподавателя.

Вопросы, не рассмотренные на лекциях и практических занятиях, должны быть изучены студентами в ходе самостоятельной работы. В ходе самостоятельной работы каждый студент обязан прочитать основную и по возможности дополнительную литературу по изучаемой теме, дополнить конспекты лекций недостающим материалом, выписками из рекомендованных первоисточников. Выделить непонятные термины, найти их значение в энциклопедических словарях.

Для подготовки к занятиям, текущему контролю и промежуточной аттестации студенты могут воспользоваться электронно-библиотечными системами. Также обучающиеся могут взять на дом необходимую литературу на абонементе университетской библиотеки или воспользоваться читальными залами.

Методические рекомендации по написанию, требования к оформлению рефератов.

Цель выполнения реферативной работы - самостоятельное глубокое изучение и анализ конкретных вопросов, получение навыков библиографического поиска, аналитической работы с литературой, письменного оформления текста. Реферат - это самостоятельное творческое исследование студентом определенной темы, он должен быть целостным и законченным, творческой научной работой. Автор реферата должен показать умение разбираться в проблеме, систематизировать научные знания, применять теоретические знания на практике.

Реферат выполняется самостоятельно, плагиат недопустим. Мысли других авторов, цитаты, изложение учебных и методических материалов должны иметь ссылки на источник.

Реферат выполняется по одной из предложенных тем по выбору обучающегося. Чтобы работа над рефератом была более эффективной, необходимо правильно выбрать тему реферата с учетом интересов обучающегося и актуальности самой проблемы. Желательно, чтобы обучающийся имел общее представление об основных вопросах, литературе по выбранной теме. Примерный перечень тем предоставляется преподавателем. Обучающийся может предложить собственную тему исследования, обосновав ее целесообразность. Выполнение реферативной работы на одну и ту же тему не допускается.

При написании работы необходимо использовать рекомендуемую литературу: учебные и практические пособия, учебники, монографические исследования, статьи в физических, философских, биологических, экологических, юридических и иных научных журналах; пользоваться газетными и статистическими материалами.

Структурно реферативная работа должна выглядеть следующим образом:

- титульный лист;
- план реферативной работы (оглавление);
- текст реферативной работы, состоящий из введения, основной части (главы и параграфы) и заключения;
- список использованной литературы.

Рекомендуемый объем реферата - 15-20 страниц текста.

Академическая структура реферата:

- Содержание.
- Введение.
- Глава 1.
 - 1.1.
 - 1.2.
- Глава 2.
 - 2.1.
 - 2.2.
- Заключение.
- Литература.

Работа над рефератом начинается с составления плана. Продуманность плана — основа успешной и творческой работы над проблемой.

Во введении автор обосновывает выбор темы, ее актуальность, место в существующей проблематике, степень ее разработанности и освещенности в литературе, определяются цели и задачи исследования. Желателен сжатый обзор научной литературы.

В основной части выделяют 2-3 вопроса рассматриваемой проблемы (главы, параграфы), в которых формулируются ключевые положения темы. В них автор развернуто излагает анализ проблемы, доказывает выдвинутые положения. При необходимости главы, параграфы должны заканчиваться логическими выводами, подводящими итоги соответствующего этапа исследования. Желательно, чтобы главы не отличались сильно по объему.

Приступать к написанию реферата лучше после изучения основной литературы, вдумчивого осмысления принципов решения проблемы, противоположных подходов к ее рассмотрению. Основное содержание реферата излагается по вопросам плана последовательно, доказательно, аргументировано, что является основным достоинством самостоятельной работы.

В заключении подводятся итоги исследования, обобщаются полученные результаты, делаются выводы по реферативной работе, рекомендации по применению результатов.

В оглавлении введению и заключению не присваивается порядковый номер. Нумеруются лишь главы и параграфы основной части работы.