

KAZAKH ABLAI KHAN UNIVERSITY OF  
INTERNATIONAL RELATIONS AND  
WORLD LANGUGES

Group 322



Executed by: Shynazbek.M and Ahmet E.

# Microeconomics and Macroeconomics

# Passport Project

**Topic of the project:** “Microeconomics and Macroeconomics”

**Head consultant:** Usenov E.

**Subject:** IL

**Creator:** Shynazbek Maksat, Ahmet Erkebulan

**Objective of the project:** look at the differences between macroeconomics and microeconomics, and relationship between macro and microeconomics, examine the distinction in more detail.

**tasks of the project:** Microeconomics examines how these decisions and behaviors affect the supply and demand for goods and services, which determines prices, and how prices, in turn, determine the quantity supplied and quantity demanded of goods and services.

Some topics that macroeconomists study are: The effects of general taxes such as income and sales taxes on output and prices

The causes of economic upswings and downturns

The effects of monetary and fiscal policy on economic health

How interest rates are determined

Why some economies grow faster than others



welcome to

## **The Relationship Between Microeconomics and Macroeconomics**

There is an obvious relationship between microeconomics and macroeconomics in that aggregate production and consumption levels are the result of choices made by individual households and firms, and some macroeconomic models explicitly make this connection. Most of the economic topics covered on television and in newspapers are of the macroeconomic variety, but it's important to remember that economics is about more than just trying to figure out when the economy is going to improve and what the Fed is doing with interest rates.

ENERGOS

20.09.12 11.00  
old auditorium



[vk.com/kazumoimya](http://vk.com/kazumoimya)

welcome to



ENERGOS

20.09.12 11.00  
old auditorium



[vk.com/kazumoimya](https://vk.com/kazumoimya)



## **Microeconomics**

Those who have studied Latin know that the prefix “micro-“ means “small,” so it shouldn’t be surprising that microeconomics is the study of small economic units. The field of microeconomics is concerned with things like: Consumer decision making and utility maximization

Firm production and profit maximization

Individual market equilibrium

Effects of government regulation on individual markets

Externalities and other market side effects

## **Macroeconomics**

Macroeconomics can be thought of as the “big picture” version of economics. Rather than analyzing individual markets, macroeconomics focuses on aggregate production and consumption in an economy. Some topics that macroeconomists study are: The effects of general taxes such as income and sales taxes on output and prices

The causes of economic upswings and downturns

The effects of monetary and fiscal policy on economic health

How interest rates are determined

Why some economies grow faster than others



# American Nike



Cricket shoes- designed to be 30% lighter than their competitors



basketball shoe designed with the environment in mind.



popular in youth culture, chav culture and hip hop culture



welcome to



ENERGOS

20.09.12 11.00  
old auditorium



[vk.com/kazumoimya](http://vk.com/kazumoimya)

welcome to



ENERGOS

20.09.12 11.00  
old auditorium



[vk.com/kazumoimya](http://vk.com/kazumoimya)