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**Federal State Autonomous Educational Institution of Higher Education  
Peoples' Friendship University of Russia named after Patrice Lumumba  
RUDN University**

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educational division (faculty/institute/academy) as higher education programme developer

## **COURSE SYLLABUS**

### **MANAGERIAL ECONOMICS**

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course title

**Recommended by the Didactic Council for the Education Field of:**

#### **38.04.02 MANAGEMENT**

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field of studies / speciality code and title

**The course instruction is implemented within the professional education programme of higher education:**

#### **INTERNATIONAL MARKETING - MANAGEMENT**

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higher education programme profile/specialisation title

## 1. COURSE GOAL(s)

The discipline "Managerial Economics" is part of the master's program "International Marketing - Management" in the field of study 38.04.02 "Management" and is studied in the 1st semester of the 1st year. The discipline is implemented by the Department of Marketing.

The discipline consists of 2 sections and 14 topics and is aimed at studying the fundamental principles of managerial economic theory.

Purpose of Mastering the Discipline

- Analyze how individuals and firms make decisions under conditions of scarcity and equilibrium.
- Examine consumer behavior and firm production decisions.
- Understand the role of competition, monopoly, and other market structures.
- Apply microeconomic concepts to real-world economic issues and policy analysis.
- Develop analytical skills for interpreting economic data and market outcomes.

## 2. REQUIREMENTS FOR LEARNING OUTCOMES

Mastering the discipline "Managerial Economics" is aimed at forming the following competencies (parts of competencies) among students:

*Table 2.1. List of competences that students acquire through the course study*

Competence code	Competence descriptor	Competence formation indicators (within this course)
GC-1	Able to search for and critically analyze problematic situations based on a systematic approach, and develop an action strategy	GC-1.1 Analyzes the task, highlighting its basic components; GC-1.2 Defines and ranks the information required to solve the task.; GC-1.3 Searches for information to solve a given task using various types of queries.; GC-1.4 Suggests solutions to the problem, analyzes the possible consequences of their use; GC-1.5 Analyzes ways to solve problems of a philosophical, moral and personal nature based on the use of basic philosophical ideas and categories in their historical development and socio-cultural context.;
GPC-1	Able to solve professional problems based on knowledge (at an advanced level) of economic, organizational and managerial theory, innovative approaches, generalization and critical analysis of management practices.	GPC-1 .1 Has fundamental knowledge in the field of management; GPC-1 .2 Able to use the fundamental knowledge of economic, organizational and managerial theory for the successful performance of professional activities.; GPC-1 .3 Applies innovative approaches to solving managerial tasks, taking into account the generalization and critical analysis of best management practices; GPC-1 .4 Has the skills to make an informed choice of methods for solving practical and research problems;

### 3. COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

The discipline "Managerial Economics" belongs to the mandatory part of Block 1 "Disciplines (Modules)" of the higher education program. Within the higher education program, students also master other disciplines and/or practices that contribute to achieving the planned learning outcomes of the discipline "Managerial Economics."

*Table 3.1. The list of the higher education programme components/disciplines that contribute to the achievement of the expected learning outcomes as the course study results*

Competence code	Competence descriptor	Previous courses/modules*	Subsequent courses/modules*
GPC-1	Able to solve professional problems based on knowledge (at an advanced level) of economic, organizational and managerial theory, innovative approaches, generalization and critical analysis of management practices.		Corporate Finance; Integrated Marketing communications in international companies; Research Work; Pre-Degree Internship;
GC-1	Able to search for and critically analyze problematic situations based on a systematic approach, and develop an action strategy.		Global Strategic Management; Regulation of Marketing Activities in International Markets**; Service Marketing**; Macromarketing**; Research Work; Pre-Degree Internship;

\* filled in accordance with the competency matrix and the SIP of the educational program of higher education

\*\* - elective disciplines/practices.

### 4. COURSE WORKLOAD AND ACADEMIC ACTIVITIES

#### Possible wording

The total workload of the discipline "Managerial Economics" is "3" credit units.

*Table 4.1. Types of academic activities during the periods of higher education programme mastering (full-time training)\**

Type of academic activities	Total academic hours	Semesters/training modules
		1
<i>Contact academic hours</i>	54	54
Lectures (LC)	18	18
Lab work (LW)	0	0
Seminars (workshops/tutorials) (S)	36	36
<i>Self-studies</i>	27	27
<i>Evaluation and assessment (exam/passing/failing grade)</i>	27	27
<b>Course workload</b>	<b>108</b>	<b>108</b>
	<b>3</b>	<b>3</b>

## 5. COURSE CONTENTS

*Table 5.1. Course contents and academic activities types*

<b>Number of Module</b>	<b>Name of the Discipline Section</b>	<b>Name of the Topic</b>		<b>Content of the Topic</b>	<b>Type of Academic Work*</b>
Module 1	Economic Theory and Principle	1.1	Introduction to Economics	<ul style="list-style-type: none"> <li>• Scarcity, choice, and opportunity cost</li> <li>• Microeconomics vs. macroeconomics</li> <li>• Economic models and basic concepts</li> </ul>	LC, S
		1.2	Supply and Demand	<ul style="list-style-type: none"> <li>• Law of demand and law of supply</li> <li>• Demand and supply curves</li> <li>• Market equilibrium</li> </ul>	LC, S
		1.3	Changes in Supply and Demand	<ul style="list-style-type: none"> <li>• Shifts in demand and supply</li> <li>• Market adjustments</li> <li>• Applications of supply and demand</li> </ul>	LC, S
		1.4	Elasticity	<ul style="list-style-type: none"> <li>• Price elasticity of demand</li> <li>• Income elasticity and cross-price elasticity</li> <li>• Price elasticity of supply</li> </ul>	LC, S
		1.5	Consumer Behavior I	<ul style="list-style-type: none"> <li>• Utility and preferences</li> <li>• Budget constraint</li> <li>• Utility maximization</li> </ul>	LC, S
		1.6	Consumer Behavior II	<ul style="list-style-type: none"> <li>• Indifference curves</li> <li>• Consumer choice theory</li> <li>• Deriving the demand curve</li> </ul>	LC, S
		1.7	Production Theory	<ul style="list-style-type: none"> <li>• Production functions</li> <li>• Short-run vs. long-run production</li> <li>• Law of diminishing returns</li> </ul>	LC, S
		1.8	Cost Theory	<ul style="list-style-type: none"> <li>• Fixed and variable costs</li> <li>• Short-run and long-run cost curves</li> <li>• Economies of scale</li> </ul>	LC, S
Module 2	Market Structure and External Environments	2.1	Perfect Competition	<ul style="list-style-type: none"> <li>• Characteristics of perfectly competitive markets</li> <li>• Profit maximization</li> <li>• Short-run equilibrium</li> </ul>	LC, S
		2.2	Perfect Competition in the Long Run	<ul style="list-style-type: none"> <li>• Long-run equilibrium</li> <li>• Efficiency of competitive markets</li> <li>• Producer and consumer surplus</li> </ul>	LC, S
		2.3	Monopoly	<ul style="list-style-type: none"> <li>• Characteristics of monopoly markets</li> <li>• Profit maximization under monopoly</li> <li>• Price discrimination</li> </ul>	LC, S
		2.4	Monopolistic Competition	<ul style="list-style-type: none"> <li>• Product differentiation</li> <li>• Short-run and long-run equilibrium</li> </ul>	LC, S

		2.5	Oligopoly and Game Theory	<ul style="list-style-type: none"> <li>• Strategic behavior among firms</li> <li>• Nash equilibrium</li> <li>• Basic game theory applications</li> </ul>	LC, S
		2.6	Market Failures and Government Intervention	<ul style="list-style-type: none"> <li>• Externalities</li> <li>• Public goods</li> <li>• Role of government in correcting market failures</li> </ul>	LC, S

\* - to be filled in only for **full**-time training; *LC* - lectures; *LW* - lab work; *S* - seminars.

## 6. CLASSROOM EQUIPMENT AND TECHNOLOGY SUPPORT REQUIREMENTS

*Table 6.1. Classroom equipment and technology support requirements*

Type of academic activities	Classroom equipment	Specialised educational / laboratory equipment, software, and materials for course study (if necessary)
Lecture	A lecture hall for lecture-type classes, equipped with a set of specialised furniture; board (screen) and technical means of multimedia presentations.	Hall 4. Libraries Lenovo AIO-510-22ISH Monoblock Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, monitor 21" Multimedia Projector Cactus CSC4.SG MS Windows 10 64bit Microsoft Office 2021 LTSC
Seminar	A classroom for conducting seminars, group and individual consultations, current and mid-term assessment; equipped with a set of specialised furniture and technical means for multimedia presentations.	Hall 4. Libraries Lenovo AIO-510-22ISH Monoblock Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, monitor 21" Multimedia Projector Cactus CSC4.SG MS Windows 10 64bit Microsoft Office 2021 LTSC
Self-studies	A classroom for independent work of students (can be used for seminars and consultations), equipped with a set of specialised furniture and computers with access to the electronic information and educational environment.	Hall 4. Libraries Lenovo AIO-510-22ISH Monoblock Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, monitor 21" Multimedia Projector Cactus CSC4.SG MS Windows 10 64bit Microsoft Office 2021 LTSC

\* The premises for students' self-studies are subject to **MANDATORY** mention

## 7. RESOURCES RECOMMENDED FOR COURSE STUDY

### *Main readings:*

1. Dr. Atmanand, Managerial Economics, Excel Books, Delhi
2. Haynes, Mote and Paul, Managerial Economics — Analysis and Cases, Vakils.

Feffer and Simons Private Ltd., Bombay.

*Additional readings:*

1. Hague, D.C., Managerial Economics. Introduction to Managerial Economics, Hutchinson University Library.

*Internet sources*

1. Electronic libraries (EL) of RUDN University and other institutions, to which university students have access on the basis of concluded agreements:

- RUDN Electronic Library System (RUDN ELS) <http://lib.rudn.ru/MegaPro/Web>
- EL "University Library Online" <http://www.biblioclub.ru>
- EL "Yurayt" <http://www.biblio-online.ru>
- EL "Student Consultant" [www.studentlibrary.ru](http://www.studentlibrary.ru)
- EL "Lan" <http://e.lanbook.com/>
- EL "Trinity Bridge"

2. Databases and search engines:

- electronic foundation of legal and normative-technical documentation <http://docs.cntd.ru/>
- Yandex search engine [https:// www .yandex.ru/](https://www.yandex.ru/)
- Google search engine <https://www.google.ru/>
- Scopus abstract database <http://www.elsevierscience.ru/products/scopus/>

*Training toolkit for self- studies to master the course \*:*

Course of Lectures on the Discipline "Managerial Economics"

\* The training toolkit for self- studies to master the course is placed on the course page in the university telecommunication training and information system under the set procedure.

***All teaching and methodological materials for students' independent work are posted in accordance with the established procedure on the discipline page in TUIS!***

**DEVELOPERS:**

Associate Professor

Li Khansol

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position, department

name and surname

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position, department

name and surname

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position, department

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**HEAD OF EDUCATIONAL DEPARTMENT:**

Head of the Department

Anastasia Vladimirovna Lukina

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**HEAD  
OF HIGHER EDUCATION PROGRAMME:**

Head of the Department

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