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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**

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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" 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<br>(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;<br>GC-1.2 Defines and ranks the information required to solve the task.;<br>GC-1.3 Searches for information to solve a given task using various types of queries.;<br>GC-1.4 Suggests solutions to the problem, analyzes the possible consequences of their use;<br>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;<br>GPC-1 .2 Able to use the fundamental knowledge of economic, organizational and managerial theory for the successful performance of professional activities.;<br>GPC-1 .3 Applies innovative approaches to solving managerial tasks, taking into account the generalization and critical analysis of best management practices;<br>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 "International Marketing Strategies" is "5" 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 "International Marketing Strategies"

\* 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:**

Associate Professor

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