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ФИО: Ястребов Олег Александрович
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**Federal State Autonomous Educational Institution of Higher Education
PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA
NAMED AFTER PATRICE LUMUMBA
RUDN University**

Faculty of Economics

(name of the main educational unit (OUP)-developer of the EP HE)

COURSE SYLLABUS

Managerial Economics

(name of the discipline/module)

Recommended by the Didactic Council for the Education Field of:

38.04.02 «Management»

(code and name of the training area/specialty)

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

International marketing

(name (profile/specialization) of the EP HE)

1. COURSE GOALS

The subject "Managerial Economics" is aimed at helping students develop the relationship between economic theory and business practices, as well as the ability to use economic concepts and methods of analysis in the elaboration and adoption of managerial decisions

2. REQUIREMENTS FOR LEARNING OUTCOMES

The development of the discipline "Managerial Economics" is aimed at the formation of the following competencies (parts of competencies) in students:

Table 2.1. List of competencies formed by students during the development of the discipline (results of the development of the discipline)

Code	Competence	Competence achievement indicators (within this course)
UC-2	Able to manage a project at all stages of its life cycle	UC-2.1 Formulates a problem, the solution of which is directly related to the achievement of the project goal UC-2.2 Determines the links between the tasks and the expected results of their solution UC-2.3 Within the framework of the tasks set, it determines the available resources and restrictions, the current legal norms UC-2.4 Analyzes the schedule for the implementation of the project as a whole and chooses the best way to solve the tasks, based on the current legal regulations and available resources and restrictions UC-2.5 Monitors the progress of the project, adjusts the schedule in accordance with the results of control
UC-1	Able to search, critically analyze problem situations based on a systematic approach, develop an action strategy	UC-1.1 Analyzes the task, highlighting its basic components UC-1.2 Defines and ranks the information required to solve a given problem UC-1.3 Searches for information to solve the problem for various types of requests UC-1.4 Offers options for solving the problem, analyzes the possible consequences of their use UC-1.5 Analyzes the ways of solving problems of ideological, moral and personal character based on the use of basic philosophical ideas and categories in their historical development and socio-cultural context
PC-2;	Capable of developing, implementing and managing innovative products and intangible assets in the company's international markets	PC-2.1 Knows how to select innovations in the field of professional activity (commercial, or marketing, or advertising, or logistics, or commodity research) PC-2.2 Able to work with digital data, assess its sources and relevance PC-2.3 Is able to analyze and evaluate their economic efficiency of innovative products PC-2.4 Owns the methods of development and evalu-

Code	Competence	Competence achievement indicators (within this course)
		ation of the effectiveness of innovative trade and technological, or marketing, or logistics, or advertising technologies
UC-3;	Able to organize and manage the work of a team, developing a team strategy to achieve a set goal	<p>UC-3.1 Determines his role in the team, based on the strategy of cooperation to achieve the set goal</p> <p>UC-3.2 Formulates and takes into account in its activities the features of the behavior of groups of people, selected depending on the goal</p> <p>UC-3.3 Analyzes the possible consequences of personal actions and plans their actions to achieve a given result</p> <p>UC-3.4 Exchanges information, knowledge and experience with team members</p> <p>UC-3.5 Arguments his point of view regarding the use of ideas of other team members to achieve the set goal</p> <p>UC-3.6 Participates in teamwork to carry out assignments</p>
PC-3;	Capable of developing, implementing and improving pricing strategies in international markets	<p>PC-3.1 Knows the main strategic and tactical aspects of setting prices in the distribution channel in international markets</p> <p>PC-3.2 Knows the specifics of pricing for tangible and intangible goods in international markets</p> <p>PC-3.3 Knows how to develop a pricing strategy taking into account market factors in international markets</p> <p>PC-3.4 Owns tools for assessing the value of a product offer (price compliance with market expectations)</p>
GPC-6	able to critically evaluate the possibilities of digital technologies for solving professional tasks, work with digital data, evaluate their sources and relevance	<p>GPC -6.1. Owns digital technologies for the successful solution of professional tasks</p> <p>GPC -6.2. Is able to work with digital data, evaluate their sources and relevance</p> <p>GPC -6.3. Is able to use general or specialized application software packages designed to perform professional tasks</p>
PC-1;	Able to conduct marketing research, taking into account the influence of the international marketing environment using the tools of a modified marketing mix corresponding to the latest global trends	<p>PC-1.1 Knows the goals, stages and procedures for conducting marketing research</p> <p>PC-1.2 Able to work with digital data, assess its sources and relevance</p> <p>PC-1.3 Knows how to evaluate the economic and social effectiveness of marketing research</p> <p>PC-1.4 Knows the principles of interpreting the results of scientific research in professional activities</p>

3. THE PLACE OF DISCIPLINE IN THE STRUCTURE OF THE EP HE

The discipline "Managerial Economics" refers to the variable component formed by the participants of the educational relations of the block B1 of the EP HE.

Within the framework of the EP HE, students also master other disciplines and/or practices that contribute to achieving the planned results of mastering the discipline "Managerial Economics".

Table 3.1. List of EP HE components contributing to the achievement of the planned results of mastering the discipline

Code	Competence name	Previous courses	Next courses
UC-2	Able to manage a project at all stages of its life cycle	Corporate governance Global Strategic Management	Management organisation theory Global Strategic Management Finance organizations Marketing Metrics Marketing management in international companies
UC-1	Able to search, critically analyze problem situations based on a systematic approach, develop an action strategy	Corporate governance	Management organisation theory Global Strategic Management Finance organizations Marketing Metrics Marketing management in international companies
PC-2;	Capable of developing, implementing and managing innovative products and intangible assets in the company's international markets	Finance Organizations	Marketing Metrics
UC-3;	Able to organize and manage the work of a team, developing a team strategy to achieve a set goal	Global Strategic Management	Finance organizations Marketing Metrics Marketing management in international companies
PC-3;	Capable of developing, implementing and improving pricing strategies in international markets	Management Research Methodology	Marketing Metrics
GPC-6	able to critically evaluate the possibilities of digital technologies for solving professional tasks, work with digital data, evaluate their sources and relevance	Finance Organizations	Corporate governance Global Strategic Management Finance organizations Marketing Metrics Marketing management in international companies

PC-1;	Able to conduct marketing research, taking into account the influence of the international marketing environment using the tools of a modified marketing mix corresponding to the latest global trends		Management organization theory Global Strategic Management
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* - filled in according to the competence matrix and the SP EP HE

4. SCOPE OF DISCIPLINE AND TYPES OF ACADEMIC WORK

The total labor intensity of the discipline "Managerial Economics" is 3 credits.

Table 4.1. Types of educational work by periods of mastering the EP in for FULL-time education

Types of academic activities during the period of the HE program mastering		Course workload, academic hours	Semesters			
					1	2
<i>Contact academic hours</i>		108			108	
Lectures LTR		18			18	
Lab works LW						
Seminars SS		36			36	
<i>Self-study, academic hours</i>		36			36	
<i>Evaluation and assessment</i>		18			18	
Course workload	academic hours	108			108	
	credits	3			3	

5. COURSE CONTENT

Table 5.1. The content of the discipline (module) by type of academic work

Course part topics	Work type
<p>Topic 1. The concepts of enterprise model</p> <p>The concept of enterprise model and its economic objectives in the long and short term.</p> <p>Transaction costs. The hypothesis of profit maximization.</p> <p>Non-economic objectives of the company and the social responsibility of business.</p> <p>The hypothesis of maximizing shareholder wealth.</p>	LTR

Course part topics	Work type
Market value added and economic value added	
Topic 2. Alternative models of firm behavior The profitability of the company and access to the world market, international competition Alternative models of firm behavior: profit maximization, maximize sales, maximizing growth, behavior management, maximize value added (Japanese model). Complexity of the application of alternative models	LTR, SS
Topic 3 Demand and supply Methods for assessing demand. Consumer balance. Marginal utility and consumer surplus. The effect of advertising and promotion. Basic methods of forecasting demand - mechanical and barometric model. Monopolistic competition and oligopoly, the main differences. Features of pricing in an oligopolistic market. "Price leadership" and "a broken curve of demand," price stability in oligopolistic markets. Cartels and collusion. Non-price factors differentiating the prices of the products under conditions of monopolistic competition and oligopoly.	LTR, SS
Topic 4 Elasticity issue The economic concept of elasticity. Price elasticity of demand, factors of influence and methods of its measurement. Arc and point elasticity, their differences and application in practice. The degree of elasticity of demand. Factors of elasticity. The influence of elasticity on the price of products and size of production. The elasticity of demand for factors of production. Short-term and long-term elasticity of supply and demand. The relationship between elasticity of demand and income of economic agents. Marginal revenue and demand curve. Cross-elasticity of substitute products and complementary products. Elasticity of demand revenue. Other indicators of elasticity	LTR, SS
Topic 5. Costs in Managerial Economics Theory and nature of costs in management decisions. Types of costs: alternative and straight, sunk and other. Accounting and economic costs. The initial and replacement cost. Costs and production, common variables and marginal costs. Economic, accounting, and normal profit. The critical level of loss and interruption. The development of a competitive market in the long term. "Zeroing out" the profits. "Decentralized" profit centers. The relationship of strategic management and market trends. Objectives pricing. Optimal pricing in various markets. The impact of price discrimination	LTR, SS

Course part topics	Work type
on social welfare. Analysis of the price cartel. Pricing for the full cost and incremental cost. Transfer prices. Other pricing practices.	
Topic 6. Production function and Capital investments	LTR, SS
Production function, the distinction between short-term and long-term production function. The value of production functions in management decisions. Short-term analysis of total, average and marginal product. Optimizations of the production function and profit maximization. Capital investment budgeting. Leverage. Evaluation of cash flow and capital appreciation. Types of management decisions on the analysis of the effectiveness of planned investment. Evaluation of the investment programs. Types of managerial decisions by analyzing the effectiveness of planned investment. Evaluation investment program: method net present value method and internal rate of return. The rate of return on investment. Calculation of net present value	LTR, SS

* - it is filled in only by full-time study: LTR – lectures; LR – laboratory work; SS - seminars.

6. MATERIAL AND TECHNICAL SUPPORT OF THE DISCIPLINE

Table 6.1. Material and technical support of the discipline

Audience type	Equipping the audience	Specialized educational/laboratory equipment, software and materials for the development of the discipline (if necessary)
Lecture hall	An auditorium for conducting lecture-type classes, equipped with a set of specialized furniture; a board (screen) and technical means of multimedia presentations.	Ауд. 17. Моноблок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Casio XJ-S400UN Проекционный экран GEHA 244*244 MS Windows 10 64bit Microsoft Office 2021 LTSC
Computer class	A computer classroom for conducting classes, group and individual consultations, ongoing monitoring and intermediate certification, equipped with personal computers (in the amount of _21_ pcs.), a blackboard (screen)	Ауд. 105. Моноблок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор

Audience type	Equipping the audience	Specialized educational/laboratory equipment, software and materials for the development of the discipline (if necessary)
	and multimedia presentation technical means.	Casio XJ-S400UN Экран моторизованный Digis Electra MW DSEM – 1105 MS Windows 10 64bit Microsoft Office 2021 LTSC
For independent work of students	An auditorium for independent work of students (can be used for seminars and consultations), equipped with a set of specialized furniture and computers with access to EIOS.	4 зал. Библиотеки Моноблок Lenovo AIO510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Cactus CSC4.SG MS Windows 10 64bit Microsoft Office 2021 LTSC

* - the audience for independent work of students must be specified!!

7. EDUCATIONAL, METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

Basic sources

1. Burganov, R. A. Managerial economics : textbook / R. A. Burganov. - Moscow : INFRA-M, 2024. - 190 c. + Supplementary materials [Electronic resource]. - (Higher education: Master's degree). - DOI 10.12737/textbook_58eb3de0530986.2821457. - ISBN 978-5-16-012523-7. - Text : electronic. - URL: <https://znanium.com/catalog/product/2111406>
2. Management accounting : textbook / N.G. Gadzhiev, S.A. Konovalenko, O.V. Skripkina, N.A. Murzak ; edited by N.G. Gadzhiev. - Moscow : INFRA-M, 2024. - 267 c. - (Higher education). - DOI 10.12737/1938075. - ISBN 978-5-16-018244-5. - Text : electronic. - URL: <https://znanium.ru/catalog/product/1938075>

Additional sources

1. Kukukina, I.G. Managerial economics: analysis and diagnostics of enterprise activity : textbook / I.G. Kukukina, A.V. Makarova. - 2nd ed., rev. and supplement. - Moscow : INFRA-M, 2023. - 248 c. - (Higher education: Master's degree). - DOI 10.12737/993280. - ISBN 978-5-16-014597-6. - Text : electronic. - URL: <https://znanium.com/catalog/product/993280>.
2. Baldin, K. V. Management decisions : a textbook / K. V. Baldin, S. N. Vorobyev, V. B. Utkin. - 11th ed. - Moscow : Dashkov and K, 2023. - 494 c. - ISBN 978-5-394-05340-5. - Text : electronic. - URL: <https://znanium.com/catalog/product/2084846>

Resources of the Internet information and telecommunication network:

UNIBC (Scientific Library) provides access to the following EBS:

- EBS RUDN Access mode: <http://lib.rudn.ru/> - from RUDN stationary computers
- University Library ONLINE – Access mode: <http://www.biblioclub.ru/>
- Book collections of SPRINGER publishing house. – Access mode: www.springerlink.com
- Universal databases of East View. – Access mode: <http://online.ebiblioteka.ru/>
- EBC publishing house "Yurayt" Access mode: <http://www.biblio-online.ru>
- EBS Publishing House "Lan", collections
- Electronic library system "Znaniy.com" - access to the main collection is granted

Electronic resources for educational activities

Bulletin of the RUDN, all series / Access mode: <http://journals.rudn.ru/>

eLibrary.ru / Access mode <http://www.elibrary.ru/defaultx.asp> from any computer on the territory of the RUDN

RSL Dissertations Access mode: <https://dvs.rsl.ru/?>

BIBLIOPHIKA / Access mode: <http://www.bibliophika.ru/>

Columbia International Affairs Online (CIAO) Access mode: <http://www.ciaonet.org/>

East View. Collection "Statistical publications of Russia and CIS countries"

Grebennikon Access mode: <http://grebennikon.ru/>

LexisNexis Access Mode: <http://academic.lexisnexis.eu>

Search engines: Yandex (yandex.ru), Google (google.ru).

1. Information and reference portals:

2. www.advertology.ru
3. www.marketing.spb.ru
4. www.p-marketing.ru
5. www.4p.ru
6. www.advi.ru
7. www.cfin.ru
8. www.expert.ru
9. www.rbc.ru

Educational and methodological materials for independent work of students during the development of the discipline/ module:*

1. A course of lectures, standard tasks and a control test on the discipline "Managerial Economics" is posted on the TUIS portal, Access mode: <https://esystem.rudn.ru/enrol/index.php?id=13708>

8. EVALUATION MATERIALS AND A POINT-RATING SYSTEM FOR ASSESSING THE LEVEL OF COMPETENCE FORMATION IN THE DISCIPLINE

Evaluation materials and a point-rating system* for assessing the level of competence formation (part of competencies) based on the results of mastering the discipline

"Managerial Economics" are presented in the Appendix to this Work Program of the discipline.

Developers:

**Associate Professor of the Mar-
keting Department**

Chernikov S.U.

Signature

Full name

Head of Marketing department

Lukina A.V.

Signature

Full name

**Head of EP HE
Marketing dept**

Zobov. A.M.

Signature

Full name