COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Managerial economics	

Academic staff	Core academic unit(s)
Coordinating: assoc. prof. dr. Rasa Pušinaitė - Gelgotė **Other:**	Kaunas Faculty Institute of Languages, Literature and Translation Studies ☐ Institute of Social Sciences and Applied Informatics ☒

Study cycle	Type of the course unit
First ☒ Second ☐	Compulsory Course ☒ Optional Couse ☐ Course Unit (Module) of the General University Studies ☐ Course Unit (Module) of Individual Studies ☐ Interdisciplinary Studies Course Unit (Module) ☐

Mode of delivery	Semester or period when it is delivered	Language of instruction
Auditorium	4th semester	English

Requisites	
Prerequisites: microeconomics, macroeconomics, management	**Co-requisites (if relevant):**

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	**130**	**48**	**82**

Purpose of the course unit		
The purpose of the course is to understand the significance and functions of managerial economics; apply economic models to managerial decision-making; and analyze and critically evaluate managerial decisions, presenting conclusions and recommendations.		
Learning outcomes of the course unit	**Teaching and learning methods**	**Assessment methods**
After completing the course, students will be able to make organizational decisions while recognizing their responsibility for the impact of these actions and results on society and the environment.	Lecture Problem-based learning Case study	Examination, mid-term examination, assessment of individual assignments.
After completing the course, students will be able to take on and share responsibility for achieving goals while	Group project Problem-based learning, Case study	Assessment of a group project.

organizing and carrying out team tasks and activities.		
After completing the course, students will be able to explain the application of economic principles and methods in management decision-making by integrating interdisciplinary knowledge	Lecture Problem-based learning Research methods (information search, literature review).	Examination, mid-term examination, assessment of individual assignments.
After completing the course, students will be able to analyze economic phenomena and assess market changes by formulating well-founded generalizations based on interdisciplinary knowledge, research, and practical experience,	Lecture Problem-based learning Case study Research methods (information search, literature review).	Examination, mid-term examination, assessment of individual assignments, and assessment of a group project.
After completing the course, students will be able to analyze and forecast an organization's economic indicators to propose appropriate management decisions.	Lecture Problem-based learning Case study Research methods (information search, literature review).	Examination, mid-term examination, assessment of individual assignments, and assessment of a group project.

Content	**Contact hours**							**Individual work: time and assignments**	
	Lectures	Tutorials	Seminars	Workshops	Laboratory work	Internship	**Contact hours, total**	**Individual work**	**Tasks for individual work**
The Fundamentals of Managerial Economics. The Nature and Importance of Profit. Decision-Making, Corporate Objectives, and the Principal-Agent Problem. Basic Economic Theories.	4		4				8	10	Searching for information, reading academic literature, preparing for a group discussion. Readings: McGuigan et al., p. 5-29 Baye R. M. p.5-14 p.
Management Challenges: Supply and Demand. Detailed Analysis of Supply and Demand Functions for Specific Cases. The Composite Effect of Demand Elasticity. Consumer Benefits and Impact on the Company. Calculating Elasticity Based on the Demand Function. Demand Forecasting.	4		4				8	12	Completing practical group assignments, searching for information, and reading academic literature. Readings: McGuigan et al., p. 28-38; 92-93; Baye R. M. p.91-93 p.
Mid- term examination	2						2	8	Self- directed learning (revision and preparation for the examination)
Production Decisions in Management. Management Tasks in Production; Optimal Resource Substitution.	2		4				6	9	Completing practical group assignments, searching for information, and

									reading academic literature. Readings: McGuigan et al., p. 5-29 Baye R. M. p.160-167; p. 173-175
Cost Solutions. Break-Even Analysis. Cost Function for the Production of Different Products (Multiple Outputs)	2		4				6	12	Completing practical group assignments, reading academic literature. Readings: McGuigan et al., p. 319-328 Baye R. M. p.187-189 p.
Strategic Decisions in Markets. Competitive Strategy, Porter's Five Forces Model; Concentration Ratios; Market Condition Indicators.	2		2				4	9	Completing practical group assignments, reading academic literature. Readings: McGuigan et al., p. 335-353 Baye R. M. p.187-189 p. 237-243, p. 243-244
Pricing Strategies. The concept of appropriate pricing; price sensitivity of profit; pricing structures; the value component of price; pricing strategies; revenue management.	8		6				14	12	Completing practical group assignments, reading academic literature. Readings: McGuigan et al., p. 508-540; p. 545-556 Smith T. J. p. 2-16; 24-34; p. 60-65, 159-170; 270-297
Revision and preparation for the examination								10	Self- directed learning (revision and preparation for the examination)
Total	24		24				48	82	
Note: Up to 4 contact hours may be replaced by guest lectures given by social partners or educational visits to social partner organisations.									

Assessment strategy	Weight %	Deadline	Assessment criteria
Mid-term examination	20 %	During the semester	The test consists of closed-ended and open-ended questions (of varying difficulty, ranging from comprehension to evaluation) with different weightings. Grading is as follows: Grade 10: Excellent knowledge and skills. Evaluation level. 95–100% correct answers. Grade 9: Very good knowledge and skills; minor errors may occur. Synthesis level. 85–94% correct answers. Grade 8: Average knowledge and skills; errors are present. Analysis level. 75–84% correct answers.

			Grade 7: Knowledge and skills fall short of average; there are (significant) errors. Application level. 65–74% correct answers. Grade 6: Knowledge and skills still meet the minimum requirements. Many errors. Level of application of knowledge. 55–64% correct answers. Grade 5: Knowledge and skills still meet the minimum requirements. Many errors. Level of description. 45–54% correct answers. Grades 4–0: Minimum requirements are not met. Less than 44% correct answers.
Assessment of individual assignments	20 %	During the semester	Grading is as follows: 10 points – questions answered comprehensively, demonstrated general knowledge, insights from theoretical literature applied, and demonstrated ability to evaluate critically. 9 points – the essence of the questions is revealed, comprehensive knowledge is demonstrated, and causes are explained. 8 points – contextual knowledge and understanding are demonstrated: essential parts are linked and integrated into a whole. 7 points – Multifaceted knowledge was demonstrated: the focus was on several important aspects, but not all were adequately linked to one another. 6 points – Multifaceted knowledge was demonstrated: the focus was on several important aspects, but they were not linked to one another. 5 points – single-structure knowledge is demonstrated: answers focus on a single aspect and are based on a list of facts. 4–1 points – minimum requirements are not met; inappropriate or incorrect facts are used; questions are answered incorrectly or not at all.
Assessment of a group project.	30 %	During the semester	The requirements for completing the project are outlined in the group project description. Grading is as follows: Project (structure, logic, calculations, justification): maximum of 6 points. Presentation: maximum of 1 point. Participation in interim project reviews: maximum of 1 point. Answers to questions: maximum of 2 points The project is prepared by x students (depending on the group size). The final grade may vary.
Examination	30 %	During the examination session	The test consists of closed-ended and open-ended questions (of varying difficulty, ranging from comprehension to evaluation) with different weightings. Grading is as follows: Grade 10: Excellent knowledge and skills. Evaluation level. 95–100% correct answers. Grade 9: Very good knowledge and skills; minor errors may occur. Synthesis level. 85–94% correct answers. Grade 8: Average knowledge and skills; errors are present. Analysis level. 75–84% correct answers. Grade 7: Knowledge and skills fall short of average; there are (significant) errors. Application level. 65–74% correct answers. Grade 6: Knowledge and skills still meet the minimum requirements. Many errors. Level of application of knowledge. 55–64% correct answers.

			Grade 5: Knowledge and skills still meet the minimum requirements. Many errors. Level of description. 45–54% correct answers. Grades 4–0: Minimum requirements are not met. Less than 44% correct answers.

REGARDING THE EXTERNAL EXAMINATION OF THE COURSE UNIT

Mark ☒					If permitted, please provide the conditions
Not permitted	☐	**Permitted**	☒		For those wishing to take the external examination of this course unit,, the assessment consists of: individual assignments (20%), a project (30%), and an exam (50%). Individual assignments and the project must be submitted no later than one week before the exam. The exam is held on the agreed-upon date. The exam covers the criteria for the colloquium and the exam as specified in the assessment strategy.

REGARDING THE USE OF GENERATIVE ARTIFICIAL INTELLIGENCE (GenAI) TOOLS (SUCH AS "CHATGPT", ETC.) WHEN STUDYING THE COURSE UNIT

Mark ☒				If permitted, please provide the conditions
Not permitted	☒	**Permitted**	☐	The use of GenAI for individual assignments and group projects is prohibited. GenAI may only be used if the lecturer specifies that a particular assignment may be completed using GenAI; otherwise, **it will not be graded**. If the use of GenAI tools is permitted for completing assignments, the citation requirements set forth in the Guidelines for the Use of Artificial Intelligence at Vilnius University must be strictly followed."

REGARDING ACADEMIC PROGRESS

A student who (1) **throughout the semester consistently** fails to demonstrate **progress in achieving the expected learning outcomes of a subject (module)** during the practical classes (seminars, exercises, laboratory work, etc.) and (2) fails to complete all interim assessment requirements and tasks within the time specified in the course description, is not allowed to participate in the examination session.

A course is considered passed if the average grade for individual assignments and the group project is higher than 4.5 points and the results of the midterm and final exam are no lower than 4.5 points. Grades lower than 4.5 are not included in the cumulative final grade.

Author (-s)	Publishing year	Title	Issue of a periodical or volume of a publication	Publishing house or web link
Required reading				
McGuigan J. R., Moyer R. Ch., Harris F. H. de B.	2017	Managerial economics: application, strategy, and tactics	14th ed.	Cengage learning
Baye, R. M.	2010	Managerial economics and business strategy		McGraw-Hill/Irwin
Smith, T. J.	2012	Pricing strategy: setting price levels, managing price discounts, establishing price structures		South Western: Cengage learning
Recommended reading				

McGuigan J. R., Moyer R. Ch., Harris F. H. de B.	2005	Managerial economics: application, strategy, and tactics	10th ed.	South Western: Thomson
Mankiw N. G., Taylor M. P.	2006	Microeconomics		London: Thomson
Krugman P., Wells R.	2005	Microeconomics.		New York: Worth Publishers

NOTE: *Including Open Educational Resources in the reading list is recommended*