



COURSE SPECIFICATION

Course code	full-time studies	Z-ZB-E-302
	part-time studies	-
Course title in English	Managerial economics	
Course title in Polish	Ekonomia menedżerska	
Valid from academic year	2025/2026	

PLACEMENT IN THE TEACHING PROGRAM

Programme of study	BUSINESS MANAGMENT
Level of education	1st degree
Studies profile	academic
Form and mode of study	full-time programme
Scope	all
Academic unit responsible for the course	Department of Economics and Finance
Course coordinator	prof. dr hab. inż. Oleksandr Oksanych dr Anna Żyła
Approved by	dr hab. inż. Dariusz Bojczuk, prof. uczelni

GENERAL CHARACTERISTIC OF THE COURSE

Teaching block	Directional subject	
Course status	Obligatory	
Language of instruction	English	
Semester of delivery	full-time studies	Semester III
	part-time-studies	-
Prerequisites	Microeconomics, Fundamentals of Finance, Mathematics	
Exam (YES/NO)	YES	
ECTS	4	

Method of conducting classes		lecture	classes	laboratory	project	other
Number of hours per semester	full-time	15	30			
	part-time					



LEARNING OUTCOMES

Category	Outcome code	Course learning outcomes	Reference to the directional learning effect
Knowledge	W01	The student has knowledge of the essence of managerial economics as a field of science that prepares for managerial decision-making. Knows the rules and methods of decision-making in business operations.	ZB1_W02 ZB1_W07
	W02	The student knows the methods of analysing the most important economic processes in the company's market environment and selected areas of its economic activity.	ZB1_W04
	W03	The student knows the methods of calculating optimal values in the most important areas of the company's operations (eg.: production size, product price, employment level etc.).	ZB1_W06
Skills	U01	The student is able to correctly identify the scope of economic problems requiring managerial decisions.	ZB1_U02 ZB1_U03
	U02	The student is able to correctly identify and use appropriate tools and methods to conduct analysis in the field of managerial economics.	ZB1_U01 ZB1_U04
	U03	The student is able to justify a managerial decision in order to achieve the optimal state of the studied area of the company's operation.	ZB1_U02
Social competences	K01	The student understands the need to constantly update knowledge of managerial economics in order to improve professional qualifications in connection with changing market conditions.	ZB1_K01 ZB1_K04
	K02	The student understands the level of responsibility that rests on decision-makers in an enterprise.	ZB1_K01 ZB1_K08

COURSE CONTENT

Method of conducting classes	Course content
lecture	Introduction to managerial economics. Stages of managerial decision-making. Making optimal decisions using marginal analysis. Principles of determining the optimal volume of production. The profitability threshold of the enterprise. Conditions of profit maximization. Sensitivity analysis of the optimal solution. Demand functions and factors influencing demand. Elasticity of demand. Economic interpretation of the parameters of linear and power demand functions. Market modelling and forecasting. Optimal pricing policy. Rules of price determination. The principle of optimal mark-up over marginal cost. Pure sales problem. Price discrimination strategies. Production function. The effectiveness of production factor use. The law of diminishing returns. Analysis of costs and economies of scale. Minimization of production costs - choosing the optimal production technique. Competition in different markets: perfect competition, monopoly, oligopoly. Planning and evaluation of investment efficiency - simple and discount methods. Sensitivity analysis of an investment project. Elements of game theory in economics.



classes	Managerial decision-making methods. Principles of marginal analysis. Determining the production volume and price that allow for maximizing profit. Calculating the break-even point of the enterprise. Elasticity of demand and economic interpretation of the parameters of the linear and power demand function. Discussion of market modelling and forecasting methods. Methods of price determination. Calculation of the quantitative effect of price change. Methods of price optimization The effectiveness of production factor use, methods of estimation of the production function. Solving tasks related to the analysis of production costs. Methods of minimizing production costs - choosing the optimal production technique. Searching for equilibrium of a company operating in conditions of perfect competition, monopoly, monopolistic competition and oligopoly. Decision-making under uncertainty. Uncertainty, probability, expected value, decision trees. Elements of game theory - solving tasks. Game theory and competitive strategies.
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METHODS FOR VERIFYING LEARNING OUTCOMES

Outcome code	Learning outcomes verification methods					
	Oral examination	Written examination	Test	Project	Report	Other
W01		X				X
W02		X	X			X
W03		X	X			X
U01		X	X			X
U02		X	X			X
U03		X	X			X
K01			X			X
K02			X			X

FORM AND CONDITIONS OF ASSESSMENT

Form of classes	Assessment type	Assessment Criteria
lecture	Examination	Obtaining at least 50% points in the written examination.
classes	Credit with grade	Obtaining at least 50% of points in the semester colloquium, active participation in classes.



STUDENT WORKLOAD

ECTS Balance							
No.	Activity type	Student workload					Unit
		full-time					
1.	Scheduled contact hours	W	C	L	P	S	h
		15	30				
2.	Other (consultations, exams)	4	2				h
3.	Total number of contact hours	51					h
4.	Number of ECTS credits for contact hours	2,0					ECTS
5.	Number of hours of independent student work	49					h
6.	Number of ECTS points that a student obtains through independent work	2,0					ECTS
7.	Workload related to practical classes	67					h
8.	Number of ECTS credit points which a student receives for practical classes	2,7					ECTS
9.	Total number of hours of a student's work	100					
10.	ECTS credits for the course <i>1 1 ECTS credit =25 student learning hours</i>	4					ECTS

W - LECTURE C - CLASSES L - LABORATORY P- PROJECT S - SEMINAR

READING LIST

1. Samuelson W.F., Marks S. (2017), *Ekonomia menedżerska*, Wyd. PWE, Warszawa.
2. Milewski R. (2019), *Elementarne zagadnienia ekonomii*, Wyd. PWN, Warszawa.
3. Solek A. (2017), *Optymalne decyzje. Ekonomia menedżerska w zadaniach*, Wyd. Uniwersytetu Ekonomicznego w Krakowie, Kraków.
4. Froeb L.M., McCann B.T. (2012), *Ekonomia menedżerska*, Wyd. PWE, Warszawa.
5. Waśniewska A., Skrzyszewska K. (2012), *Ekonomia menedżerska. Podstawy teoretyczne z zadaniami*, Wyd. Akademii Morskiej w Gdyni, Gdynia.
6. Png Ivan, Lehman Dale (2013), *Ekonomia menedżerska*, Wyd. Wolters Kluwer, Warszawa.